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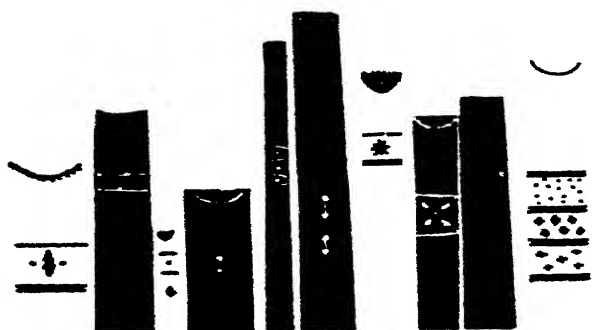
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Domestic Marketing Systems Abroad:  
An Annotated Bibliography



# DOMESTIC MARKETING SYSTEMS ABROAD

An Annotated Bibliography

Compiled and edited by

*Donald F. Mulvihill*

THE KENT STATE UNIVERSITY PRESS



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## PREFACE

This bibliography deals with the marketing of goods and services within countries outside the United States and does not deal with international trade nor the flow of goods between countries. It is also a three-fold expansion of a similar bibliography published as Printed Series No. 2 of the Bureau of Economic and Business Research, College of Business Administration, Kent State University, in 1962. That publication grew out of a project established by the Subcommittee on the Teaching of International Trade of the American Marketing Association.

For this edition, financial assistance was received from funds made available by the Ford Foundation to the Graduate School of Business of the University of Chicago to support research in the field of marketing. A university summer research grant from Kent State University in 1963 also aided in this project. Both sources of aid are gratefully acknowledged.

Courses in the comparative analysis of marketing systems need materials that might not be published by United States governmental departments and divisions of the United Nations. In this new issue, the research emphasis has been on sociological, anthropological, and geographical sources.

Many of the items in the first issue were assembled through the cooperation of many volunteers who had an interest in some countries or who had attempted to prepare such a bibliography themselves. Continued thanks are presented to all such helpers. It is hoped that additions and suggestions for improvements in annotations and use will be forthcoming for future issues.

This bibliography, like the original one, cannot be considered complete or definitive. There is a never-ending flow of material from an expanding number of sources. It is hoped, however, that it will serve to point the way for those interested in comparative studies. As marketing systems and institutions tend to become less distinct because of greater communication and rising levels of economic development, there will be less variation between countries. Historical sources, therefore, may become more important so that some sort of longitudi-

nal study may be made. This compilation lists some such sources and also current sources which some day may be of historical interest.

No references are listed for articles or books on marketing in England or Canada since these are quite fully covered through textbooks and other publications on those countries.

Where possible, annotations have been provided which should be helpful to the user. For some items, their titles are self-explanatory and no annotation is provided.

Grateful acknowledgement is due my wife, Ruth, who served diligently as the research assistant on this project and without whose help the completion of the manuscript would have taken much longer. Any errors in the compilation or editing are, of course, to be attributed only to the editor himself.

January 1967

Donald F. Mulvihill

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and New Guinea



## 100. LATIN AMERICA

- 100.0001 ALEXANDER, ROBERT J. *Today's Latin America*. Garden City, N.Y.: Doubleday and Co., Inc., 1962. xi, 263 p.

The fourth chapter deals with the economy of Latin America; pp. 72-74 discuss marketing and pp. 245-247, the need for the common market.

- 100.0002 AMERICAN FOREIGN CREDIT UNDERWRITERS CORPORATION. *The Market Guide for Latin America*. (Annual service, with supplements.) New York.

This guide lists over 125,000 buyers, distributors, manufacturers, etc., throughout Latin America and the Caribbean, gives credit information, information on banks, consular and customs documents, trade marks, and other know-how material.

- 100.0003 BOGART, LEO. "Changing Markets and Media in Latin America," *Public Opinion Quarterly*, Vol. 23 (Summer 1959), 159-167.

The director of research at Revlon, Inc., records his observations of media and markets in Latin America.

- 100.0004 CARSON, JAMES S. "The Commercial and Economic Background of Marketing in Latin America," *Journal of Marketing*, Vol. 6 (April 1942, Part 2), 137-141.

Presented at an American Marketing Association session on Latin America in 1941, this paper briefly gives the physical marketing aspects in this area and indicates some of the possibilities for growth.

- 100.0005 *Development of Agricultural Marketing and Cooperatives in Latin America and the Caribbean*. Report of the Seminar on Agricultural Marketing and Cooperatives Held in Kingston, Jamaica, November 2-13, 1959. Sponsored by the Government of Jamaica and the International Cooperation Administration, in Cooperation with the University College of the West Indies. Washington, D. C.: ICA, 1959. 357 p.

- 100.0006 DUNBAUGH, FRANK M. *Marketing in Latin America*. New York: Printer's Ink Book Co., 1960. 298 p.  
Included are chapters on the market now and in the future; handling, distribution, and pricing; market research; advertising; business practices; licensing; legal problems; nine case histories of U.S. corporations operating in Latin America; many statistics; and a bibliography.
- 100.0007 GORDON, WENDELL C. *The Economy of Latin America*. New York: Columbia University Press, 1950. xi, 434 p.  
A general economic survey, including organization of production, raising of capital, pricing and production control, and international trade. The statement on pricing (Chapter XV, 245-254) includes primitive pricing, free competition, monopolistic competition, monopoly, and government intervention, all at the domestic level. Also considers the economy of some of the countries separately.
- 100.0008 KANN, STEPHEN W. "Changing Marketing Patterns in South America," *Industrial Marketing*, Vol. 44 (March 1959), 45-47, 130.  
The growing size and sophistication of Latin American markets, discussed with special commentary on the demand for more technically qualified commission agents, the growth of the distributor, the government as a customer, and the well-educated Latin American industrial buyer of today.
- 100.0009 MATAYO, GEORGE. "Latin American Customers: Some Problems in Reaching Them by Advertising," *Journal of Marketing*, Vol. 6 (April 1942, Part 2), 142-148.  
Another paper from an American Marketing Association session, this indicates the status of various advertising media, particularly radio, in this area.
- 100.0010 MAY, STACY, AND PLAZA, GALO. *The United Fruit Company in Latin America*. Case Study in National Planning Association Series on United States Business Performance Abroad, 7th. Washington, D.C.: The Association, 1958. xv, 263 p.  
Primarily a discussion of the world banana market, some insight is gained of the internal economic and marketing problems in Costa Rica, Honduras, Panama, Guatemala, Ecuador, and Colombia.
- 100.0011 MEDERNACH, JOSEPH A. "Transportation in Latin America," *Journal of Marketing*, Vol. 6 (April 1942, Part 2), 152-155.  
Concerned primarily with international trade, there is some reference to internal transport problems. Another of the American Marketing Association Latin American papers.
- 100.0012 MOSK, SANFORD A. "Indigenous Economy in Latin America," *Inter-American Economic Affairs*, Vol. VIII (Winter 1954).  
Pages 3-4 and 24 relate directly to marketing in this article on internal economy.
- 100.0013 PAN AMERICAN UNION. *Development of Regional Markets in Latin America*. Washington, D.C., 1958. 17 p.
- 100.0014 PLAZA, GALO. "For a Regional Market in Latin America," *Foreign Affairs*, Vol. 37 (July 1959), 607-616.  
The case for a regional Latin American market is stated by this former president of Ecuador.
- 100.0015 PRECIADO, ABRAM A. *How to Sell to Latin America*. New York: Funk & Wagnalls, 1949. 341 p.

A market analysis of Latin America, country by country, including opportunities and methods of selling there.

- 100.0016 SCHURZ, WILLIAM LYTLE. *Latin America*. A Descriptive Survey. New York: Dutton, 1964. vi, 373 p.

A descriptive survey of the geography, history, people, economy, customs, and politics. Part V, "The Economy," (131-234), gives background as well as present conditions of the economy, including agriculture, industries, transportation, and foreign trade.

- 100.0017 TERESHTENKO, V. J. and Research Staff of the Cooperative Project. *Cooperation in Latin America*. New York: Edward A. Filene Good Will Fund, Inc. (10 Columbus Avenue), 1942. 155 p.

Contains abstracts of 263 articles on agricultural cooperatives in 12 countries, primarily Argentina, Brazil, Mexico, and Colombia. English abstracts from Spanish and Portuguese.

- 100.0018 UNITED NATIONS. Economic Commission for Latin America. *Economic Survey of Latin America*. New York: United Nations Dept. of Economic and Social Affairs. (Annual, 1948 - to date.)

Contains economic data in regard to Latin America as a whole and to specific countries: Argentina, Brazil, Colombia, Cuba, and Mexico. Specific commodity data are also presented.

- 100.0019 VANGER, MILTON I. "Latin America in Perspective," *Yale Review*, New Series, Vol. 48 (December 1958), 229-243.

A good survey on political, social, and economic makeup of the several Latin American countries today.

- 100.0020 VISION, INC. ECONOMIC RESEARCH BUREAU. *The Outlook for Trade with Latin America*. New York, 1958. 33 p.

Contains brief descriptions of the prospects for nine selected industries and their repercussions on local markets in Latin America.

- 100.0021 "Wider Markets For Latin America," *Banker* (London), Vol. 109 (April 1959), 237-241.

A study of the economic makeup of the Latin American countries and of the present efforts at forming regional markets and economic integration.

- 100.0022 WILLIAMSON, W. F. "The Place of Coffee in Trade with Latin America," *Journal of Marketing*, Vol. 6 (April 1942, Part 2), 149-151.

Although primarily concerned with international trade, some insight is gained of the internal repercussions that occur when there is one dominant commodity. Another of the American Marketing Association Latin American papers.

## **100.01 Mexico**

- 100.0101 AMRAM, DAVID W., JR. "Eastern Chiapas," *Geographical Review*, Vol. 27 (January 1937), 19-30.

Transportation, communication, and the establishment of retail stores by the Spanish and Germans, and trade with the Indians in this area of Mexico are discussed on pp. 22-25.

- 100.0102 BARLOW, EDWARD R. *Management of Foreign Manufacturing Subsidiaries*. Boston: Division of Research, Graduate School of Business Administration, Harvard University, 1953. xi, 223 p.

Research done on Mexico with a full chapter describing Mexican business.

- 100.0103 BEALS, CARLETON. *House in Mexico*. New York: Hastings House, 1958. 214 p.  
Scattered references to the local markets and customs in trade in the Mexican village, Coyachan, are on pp. 59-60, 72-73, 114, 115, 149-150, 151-152, 164.
- 100.0104 BRANDENBURG, FRANK B. "Organized Business in Mexico," *Inter-American Economic Affairs*, Vol. 12 (Winter 1958), 26-50.  
A professor at the National University of Mexico lists and describes Mexican trade associations, chambers of commerce, commercial groups (such as Bankers' Association), business fraternal groups, and foreign chambers of commerce.
- 100.0105 BROWNING, CLYDE EUGENE. "The Structure of the Mexico City Central Business District. A Study in Comparative Urban Geography," Unpublished doctoral dissertation, University of Washington, 1958.
- 100.0106 CHASE, STUART. *Mexico, A Study of Two Americas*. New York: Macmillan, 1931. 338 p.  
Discussion of the basic pattern of economic life in Mexico. Market at Oaxaca discussed in detail, pp. 179-184.
- 100.0107 DOZIER, CRAIG L. "Mexico's Transformed Northwest: The Yaqui, Mayo, and Fuerte Examples," *Geographical Review*, Vol. 53 (October 1963), 548-571.  
Transportation in connection with the marketing of local products is discussed, pp. 556-558.
- 100.0108 EWING, JOHN S. "Discount Houses in Australia and Mexico," *Journal of Marketing*, Vol. 26 (July 1962), 37-41.  
Tells of the opening of El Nuevo Aurrera in Mexico City, aimed at middle and upper classes, and contrasts it with the Shoppers Fair in Sydney, Australia. Also discusses future of discount houses in Mexico.
- 100.0109 FAYERWEATHER, JOHN. *The Executive Overseas*. Syracuse, N.Y.: Syracuse University Press, 1959. 195 p.  
Research done in Mexico, largely descriptive of Mexican management attitudes.
- 100.0110 FOSCUE, EDWIN J. *Taxco, Mexico's Silver City*. Dallas, Texas: Southern Methodist University, 1947. 31 p.  
References to production and retailing of silver and silver jewelry in Taxco.
- 100.0111 FOSTER, GEORGE M. *Empire's Children: The People of Tzintzuntzan*. Publication No. 6, Institute of Social Anthropology, Smithsonian Institution. Washington, D.C.: Government Printing Office, 1948.  
Trade and barter among these primitive people, pp. 132-138.
- 100.0112 \_\_\_\_\_. "The Folk Economy of Rural Mexico with Special Reference to Marketing," *Journal of Marketing*, Vol. 13 (October 1948), 153-162.  
A description of marketing in a primitive society by a member of the Smithsonian Institution.
- 100.0113 \_\_\_\_\_. *A Primitive Mexican Economy*. Monographs of the American Ethnological Society, Vol. 5. New York: J. J. Augustin, 1942. 115 p.  
Members of this contemporary primitive society are familiar with money, produce commodities for wide markets, consume products from other markets, and always perform some transactions by barter.

- 100.0114 GERWIN, HERBERT. *These Are the Mexicans*. New York: Reynal and Hitchcock, 1947. 384 p.  
Topics include Mexican people, arts, crafts, land distribution, needs of Mexicans for health, education, and economic opportunities.
- 100.0115 GLADE, WILLIAM P., JR., and ANDERSON, CHARLES W. *The Political Economy of Mexico*. Madison: University of Wisconsin Press, 1963. vii, 242 p.  
A general discussion of the economy of Mexico with special references to marketing, pp. 6-8, 67-71, and 77-78.
- 100.0116 GUITERAS HOLMES, CALIXTA. *Perils of the Soul; The World View of the Tzotzil Indian*. With an afterword by SOL TAX. New York: Free Press of Glencoe, 1961. 371 p.  
Deals with the social life and customs of these people, including a discussion of the economy of San Pedro Chenalho, pp. 37-56; capital, pp. 56-59; and interchange and trade markets, pp. 59-63.
- 100.0117 HAYNER, NORMAN S. "Mexico City: Its Growth and Configuration," *American Journal of Sociology*, Vol. 50 (January 1945), 295-304.  
Includes a description by Cortes of the market of Tlaltelolco, near present-day Zócalo, and comments on specialization of merchandising by nationalities in contemporary Mexico City, p. 296..
- 100.0118 - - - - - . "Oaxaco, City of Old Mexico," *Sociology and Social Research*, Vol. 29 (November-December 1944), 87-95.  
Description of manufacturing and selling of handicrafts in Oaxaco and surrounding area, pp. 90-91; transportation of goods to sell, pp. 92-93.
- 100.0119 HEWES, LESLIE. "Huepac: An Agricultural Village of Somora, Mexico," *Economic Geography*, Vol. 11 (July 1935), 284-292.  
Stores and trade in a virtually self-sufficient village.
- 100.0120 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT AND THE COMBINED MEXICAN WORKING PARTY. *The Economic Development of Mexico*. Baltimore: Johns Hopkins University Press, 1953. xxiv, 392 p.  
Background material essential for understanding the marketing problems of this country. Includes discussion of domestic trade.
- 100.0121 JAMES, DANIEL. "Sears, Roebuck's Mexican Revolution," *Harper's Magazine*, Vol. 218 (June 1959), 64-70.  
The story of Sears, Roebuck's influence on retailing patterns and the general economy of Mexico.
- 100.0122 KALMANOFF, GEORGE, AND RETCHIKAM, BENJAMIN. *Joint International Ventures in Mexico*. Research Project on Joint International Business Ventures, Country Studies, No. 5. New York: Columbia University, 1959. iv, 115 p.  
The study includes background material on Mexican economy and the development of foreign investment there, and then discusses in detail joint ventures in Mexico, including individual case studies on the experiences of several companies.
- 100.0123 KATSCHER, LEOPOLD. "Owen's Topolobampo Colony, Mexico," *American Journal of Sociology*, Vol. 12 (September 1906), 145-175.  
Trade in this socialistic settlement created by Col. Albert K. Owen. pp. 156-157.



- 100.0124 KIRK, WILLIAM. "Cultural Conflicts in Mexican Life," *Sociology and Social Research*, Vol. 15 (March-April 1931), 352-364.  
Detailed description of the Indian pottery maker's attitude towards his coming day in the market, his pride in his work, and the reasons why he would rather sell his pottery in the market than to someone along the road, pp. 356-357.
- 100.0125 LAMONT, DOUGLAS F. "A Theory of Marketing Development: Mexico," Unpublished doctoral dissertation, University of Alabama, 1964. "Marketing Development in Mexico," Ch. IV, pp. 58-75, and "Mexican Marketing Development: A Traditional Analysis," Ch. V, pp. 76-95, are pertinent to the subject of domestic marketing in this country.
- 100.0126 LEWIS, OSCAR. *Five Families*. New York: Basic Books, 1959. 351 p.  
Anthropologist takes reader into the homes and minds of the members of families in a small farming village, a Mexico City slum, a new working-class project, and an upper-class residential district. References to local marketing customs or methods are on pp. 45-46, 130, and 223.
- 100.0127 \_\_\_\_\_. *Life in a Mexican Village: Tepoztlan Restudied*. Urbana: University of Illinois Press, 1951. 512 p.  
This is a follow-up of Redfield's Tepoztlan study of 1931. Every aspect of life in this village, including the economic, is meticulously examined. Direct references to marketing, pp. 14-15, 35, 80, 83-84, 101-105, 161-171.
- 100.0128 \_\_\_\_\_. *Tepoztlan, Village in Mexico*. New York: Henry Holt, 1960. 104 p.  
This later study of Tepoztlan includes social and economical changes which occurred after the 1956 study, including material on local marketing.
- 100.0129 LOMAS, ALTON. "The Mexican Market," *Foreign Trade*, Vol. 112 (July 4, 1959), 2-5.  
An analysis of the Mexican market, emphasizing present changes; statistics on trade between Mexico and other countries, particularly Canada, are included.
- 100.0130 "Market Analysis in Mexico," *Review of the Economic Situation in Mexico*, June 1959, 4-7.  
This is primarily a discussion of the need for market analysis by Mexican business and partly an analysis of the peculiar problems faced by those making surveys in that country.
- 100.0131 "Marketing in Mexico," *The International Advertiser*, February, 1961, 7-23.  
Symposium of observations by Mexican members of the International Advertising Association. Some parts are: "New Frontiers of Marketing," "Advertising and the Mexican People," and "Marketing Research in Mexico."
- 100.0132 OWEN, ROGER C. *Marobavi: A Study of an Assimilated Group in Northern Sonora*. Tucson: Anthropological Papers of the University of Arizona, 1959. ix, 71 p.  
Commerce is discussed on pp. 29-30, including descriptions of the two main stores in homes of the village and a picture of the interior of the largest store in the village.
- 100.0133 PARSONS, ELSIE WORTHINGTON (CLEWS). *Mitala, Town of the Souls*. Chicago: University of Chicago Press, 1936. 590 p.

Depicts in detail the economic life in Mitla, a town of 2,000, in Oaxaca, Mexico, including marketing, which is discussed primarily on pp. 568-570.

- 100.0134 REDFIELD, ROBERT. *The Folk Culture of Yucatan*. Chicago: University of Chicago Press, 1941. 416 p.  
One of the early socio-economic studies of a folk culture. Reviews a city (Merida), town (Dzitas), village (Chan Kom), and a tribe (Tusik) of the Yucatan peninsula. Discusses all phases of life in each, including trade and economy, pp. 19-57 and 155-157.
- 100.0135 ————. *Tepoztlan, A Mexican Village*. Chicago: University of Chicago Press, 1930. 247 p.  
The first of a series of studies on the material culture of these people, their village organization and their contacts with the outside world. Direct references to trade are on pp. 18-19, 46-47, 54-56, 58-59, 87-90, 148-152.
- 100.0136 ————. *A Village That Chose Progress. Chan Kom Revisited*. Chicago: University of Chicago Press, 1950. 187 p.  
A sequel to item below.  
A study of an extremely isolated modern Mayan village and its economic and social changes. Specific references to trade are on pp. 14, 17-21, 30-31, 46-54, 59-66.
- 100.0137 REDFIELD, ROBERT, and VILLA ROJAS, ALFONSO. *Chan Kom, A Mayan Village*. Washington: Carnegie Institution, 1934. Reprinted as Phoenix Book, University of Chicago Press, 1962. 236 p.  
Discusses life within a contemporary primitive Mayan village in Yucatan, including trade and exchange, pp. 8, 9, 51, 56-57, 58-60, 71-72.
- 100.0138 SELIGMAN, DANIEL. "The Maddening, Promising Mexican Market," *Fortune*, Vol. 53 (January 1956), 102-112.  
Although it stresses how United States firms have entered the Mexican market, the article sheds light on the domestic market and how to measure it.
- 100.0139 STANISLAWSKI, DAN. *The Anatomy of Eleven Towns in Michoacán*. University of Texas, Institute of Latin American Studies, Latin-American Studies XX, Austin, Texas: University of Texas Press, 1950. 77 p.  
Points out the commercial basis for establishment and existence of most of the towns. Emphasis is placed on activities connected with the stores in the towns. Ecological map is given for each town studied.
- 100.0140 STOPPELMAN, JOSEPH W.F. *People of Mexico*. London: Phoenix House, 1964. xi, 178 p.  
Although a light book on Mexico, there are several sections dealing directly with forms of marketing: "Of Honest Markets — And Lagunilla," pp. 46-51; "Small Businesses Flourish — in the Streets," pp. 82-86; and a description of the Oaxaca market, pp. 66-67, and the Taxco market, 98-100.
- 100.0141 THOMPSON (J. WALTER) DE MEXICO, S. A. *The Mexican Markets*. World Markets Series, Mexico, 1959. 105 p.  
One of a series of descriptive and statistical surveys.
- 100.0142 THOMPSON, WALLACE. *Trading with Mexico*. New York: Dodd, Mead, 1921. xi, 271 p.  
Written as a guide to business men in the United States who hoped to market goods in Mexico at that time. Chapter, "The People Who Buy," would be of interest to all interested in marketing.

- 100.0143 VERNON, RAYMOND, ed. *Public Policy and Private Enterprise in Mexico*. Studies by MIGUEL S. WIONCZEK, DAVID H. SHELTON, CALVIN P. BLAIR, RAFAEL IZQUIERDO. Center for International Affairs. Cambridge Mass.: Harvard University Press, 1964. 324 p.  
Analyzes the forces shaping economic experience of Mexico today.
- 100.0144 WHETTEN, NATHAN L. *Rural Mexico*. Chicago: University of Chicago Press, 1948. xxvi, 671 p.  
A well-rounded study of Mexico, using and analyzing data provided by many disciplines, including economics.
- 100.0145 WHITEFORD, A.M. *Two Cities of Latin America*. A Comparative Description of Social Classes. Beloit, Wis.: Logan Museum of Anthropology, Beloit College, 1960. viii, 150 p.  
Includes a description of the market at Querétaro, Mexico, in contrast with that of Popayán in Colombia.
- 100.0146 WOLF, ERIC ROBERT. *Sons of the Shaking Earth*. Chicago: University of Chicago Press, 1959. 302 p.  
A cultural study of the people of rural Mexico. References directly to trade and marketing on pp. 17-18, 55-56, 74-75, 81-83, 138-140.
- 100.0147 WOOD, RICHARDSON, and KEYSER, VIRGINIA. *Sears, Roebuck de Mexico, S.A.* Case Study in National Planning Association Series on United States Business Performance Abroad, 1st. Washington, D.C.: The Association, 1953. xix, 68 p.  
Presents in considerable detail how this country adapted its procedures and policies to the Mexican ways of doing business, particularly at retail. Includes a section on Mexican merchants and reports a survey of consumer buying habits.
- 100.0148 WYLIE, H. "Production and Marketing Policies in Mexico," *Foreign Agriculture*, Vol. 11 (November-December 1947), 160-168.  
See also LEWIS, OSCAR (India)

## 101. CENTRAL AMERICA

- 101.0001 *Economic Development of Central America*. Committee for Economic Development, November, 1964. 123 p.  
Results of a three year study by CED, putting forth recommendations for improvement of the economic health of the Central American Common Market countries. Presents a short history of the economic integration of these five countries.
- 101.0002 GIGAX, WILLIAM R. "The Central American Common Market," *Inter-American Economic Affairs*, Vol. 16 (1962), 59-77.  
History, development, and position of the Central American Common Market.
- 101.0003 HANCOCK, RALPH. *Rainbow Republics. Central America*. New York: Coward McCann, 1947. xii, 305 p.  
This study includes a chapter on commerce and industry, telling of agricultural growth and of internal trade within the area.
- 101.0004 LOCKLEY, LAWRENCE C. *A Guide to Market Data in Central America*. Tegucigalpa, Honduras: Central American Bank for Economic Integration, 1964. 162 p.  
This guide brings together in one volume such information as is available

on marketing for the five Common Market countries of Central America. It gives in concise, easily available form, a great deal of information of interest to the marketer.

- 101.0005 MARTZ, JOHN D. *Central America: The Crisis and the Challenge*. Chapel Hill, N.C.: University of North Carolina Press, 1959. 356 p.  
Individual chapters on the political affairs of each of the Central American countries covering chiefly the years since World War II.
- 101.0006 MULVIHILL, DONALD F. "Wholesaling in Central America," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, editor, pp. 208-222. Homewood, Illinois: Richard D. Irwin, 1963. xii, 317 p.  
This article shows the influence of the character of the economy of an area on its patterns of wholesaling. Possible impact of common market agreements is also discussed.
- 101.0007 PARKER, FRANKLIN D. *The Central American Republics*. London: Oxford University Press, 1964. 348 p.  
Review of the economy and prospects in five Central American countries. Discussion of Central American common market on pages 86-88.
- 101.0008 STALEY, CHARLES E. "Central American Economic Integration," *Southern Economic Journal*, Vol. 29 (October 1962), 88-95.  
An overall view of the then recently formed Common Market in Central America, discussing each of the countries and its contributions to this activity.
- 101.0009 URQUIDI, VICTOR L. *Free Trade and Economic Integration in Latin America: The Evolution of a Common Market Policy*. Translated by MARJORY M. URQUIDI. Berkeley: University of California Press, 1962. 190 p.  
The history and development of the Central American common market.
- 101.0010 WILSON, CHARLES M. *Central America: Challenge and Opportunity*. New York: Henry Holt, 1941. x, 293 p.  
A survey not only of the Central American republics and Panama, but also Colombia and Cuba. Contains information on the history, climate, politics, people, and commerce, with particular attention to agriculture. Specific references to marketing practices may be found on 17-19, 42-43, 59, 77, 80, 88-90, 172-175, 184-185, 195-198, 218, 235-237, 242, and 247-249.
- 101.0011 \_\_\_\_\_. *Middle America*. New York: W. W. Norton, 1944. 317 p.  
A study of the economic conditions in the entire area of Central America, as well as of the other facets of life there.  
See also FIRTH, RAYMOND W. (Asia).

## 101.01 Costa Rica

- 101.0101 BIESANZ, JOHN B., and BIESANZ, MAVIS. *Costa Rican Life*. New York: Columbia University Press, 1944. x, 272 p.  
References to economic and commercial developments throughout the book. Description of central market in San Jose, p. 158; of *pulperia*, or local general store, 159; of other marketing methods, 159-161. A long description of the suburban market in Heredia, as written by a normal school student, is quoted on pp. 158-159.

- 101.0102 CARR, ARCHIE. *The Windward Road*. New York: Knopf, 1956. 258 p.  
Life on the isolated northeastern coast of Costa Rica. Discussion of trade, pp. 63-64.
- 101.0103 JONES, CHESTER LLOYD. *Costa Rica and Civilization in the Caribbean*. University of Wisconsin Studies in the Social Sciences and History, No. 23. Madison: University of Wisconsin, 1935. 172 p.  
Development of the banana as a cash crop. A study of the fruit trade, of cacao, and coffee, and the impact on trade in the country.
- 101.0104 MAY, STACY. *Costa Rica: A Study in Economic Development*. New York: The Twentieth Century Fund, 1952. xiv, 374 p.  
Special references to the development of retail trade are on pp. 36, 61, 182-186, 307, and 321-323.
- 101.0105 *Turrialba. Social Systems and the Introduction of Change*. Edited and directed by CHARLES P. LOOMIS, JULIO O. MORALES, ROY A. CLIFFORD, OLEN E. LEONARD. Glencoe, Ill.: The Free Press, 1953. 288 p.  
A study of the culture of the mountainous area near Turrialba, a rural section near San Jose. The economic systems are discussed in Chapter V, with special references to marketing on pp. 22, 24, 113, and 243-246.
- 101.0106 WAGNER, PHILIP L. "Nicoya: A Cultural Geography," *University of California Publications in Geography*, Vol. 12, No. 3, 1958, 195-250.  
Cultural changes in a market-oriented age and the economy of the Nicoya peninsula, including a discussion of stores in the villages and in the town of Nicoya before the recent commercial development began.

## 101.02 El Salvador

- 101.0201 BEALS, CARLETON. *Banana Gold*. Philadelphia: Lippincott, 1932. 367 p.  
Experiences on two trips through Central America with descriptions of much of the country and its people. A description of a Salvadorean market is given on p. 86.
- 101.0202 "El Salvador: A Market Study," *International Trade Review*, February 1959, 14-15.  
Many statistics and facts on geography, trade regulations, and market economy.
- 101.0203 OSBORNE, LILLY DE JONGH. *Four Keys to El Salvador*. New York: Funk & Wagnalls, 1956. x, 221 p.  
Discusses various sides of life in El Salvador. Trade routes, both old and current, that are used for domestic trade, are discussed on pp. 95-96; markets in San Salvador, pp. 163-164; and part of a chapter is devoted to the development of crafts, pp. 78-96.
- 101.0204 THOMPSON, JOHN. "Production, Marketing, and Consumption of Cattle in El Salvador," *The Professional Geographer*, Vol. 8 (September 1961), 18-22.  
The assembly of the cattle for market and the marketing of the meat are discussed on pp. 19-20.

### 101.03 Guatemala

- 101.0301 ATWOOD, ROLLIN S. "The Inter-Community Trade of the Indians of the Uatlan Basin in Guatemala," Abstract in *Annals of the Association of American Geography*, Vol. 25 (1935), 32-33.  
This article tells of the classes of middlemen (pack traders) who go from town to town and region to region, thus circumventing the more usual producer-consumer path through which most commodities pass in the primitive type of market fair.
- 101.0302 BEALS, CARLETON. *Banana Gold*. Philadelphia: Lippincott, 1932. 367 p.  
Experiences in trips through Central America. Description of Guatemala markets, especially of the one at Chichicastenango, pp. 48-54.
- 101.0303 BROWN, LILLIAN. *Bring 'Em Back Petrified*. New York: Dodd, Mead, 1956. 277 p.  
Pages 150-156 tell of adventures while trading in the Indian sections of Guatemala.
- 101.0304 BUNZELL, RUTH L. *Chichicastenango, A Guatemalan Village*. Publications of the American Ethnological Society, Vol. XXII. Locust Valley, N.J.:J.J. Augustin, 1952. xxvi, 438 p.  
The section on trade, pp. 67-76, describes the village markets, including a sketch of the market place, and a discussion of trading by the villagers.
- 101.0305 FERGUSON, ERNA. *Guatemala*. New York: Knopf, 1949. x, 320 p.  
Marketing in both city and country areas is discussed in Chapter X, "Markets and Merchants," pp. 117-128. Many pictures are included. Other references to trading and marketing are on pp. 25-26, 89-90, 107-108, 117-128 and 184-193.
- 101.0306 GILLIN, JOHN. *The Culture of Security in San Carlos: A Study of a Guatemalan Community of Indians and Ladinos*. Middle American Research Institute, Tulane University, Publication No. 16. New Orleans, Louisiana, 1951. 128 p.  
Trade as it is carried out among the Indians and the ladinos is discussed on pp. 30-33, 37, 40, 43, and 93-95.
- 101.0307 HUXLEY, ALDOUS. *Beyond the Mexique Bay*. New York: Vintage Books, 1960. 262 p., v.  
Although including something about other nearby countries in his discussion, Huxley writes mainly about Guatemala and includes descriptions of small local markets in Guatemalan Indian villages (Solala, Chichicastenango, Quetzaltenango, etc.).
- 101.0308 IDELL, ALBERT E. *Doorway in Antigua*. New York: William Sloane Associates, 1949. 210 p.  
Shopping today in the ancient Guatemalan capital of Antigua is described on pp. 35 and 115-116.
- 101.0309 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Guatemala*. Baltimore: Johns Hopkins Press, 1951. xviii, 305 p.  
As in other books of this series, background material important in understanding the country's marketing problems is found throughout, with some specific references to domestic marketing.

- 101.0310 JONES, CHESTER LLOYD. *Guatemala, Past and Present*. Minneapolis: University of Minnesota Press, 1940. 420 p.  
While this is primarily a history of Guatemala, a few detailed descriptions of local markets are found on pp. 234, 245, 259, 284-285, 291-292, 295, 303-304, 313-314, 319-320.
- 101.0311 KELSEY, VERA, and OSBORNE, LILLY D. *Four Keys to Guatemala*. Rev. ed. New York: Funk & Wagnalls, 1961. xiv, 332 p.  
Chapter 4 presents a description of markets and fairs; Chapter 18, the economic outlook for domestic trade; and Chapter 21, the markets of Guatemala City.
- 101.0312 KIRK, WILLIAM "Social Change Among the Highland Indians of Guatemala," *Sociology and Social Research*, Vol. 23 (March-April 1939), 321-333.  
This article shows that Guatemalan Indians have changed little in their economic life; women still carry on the marketing functions on market days.
- 101.0313 LISTER, JOHN. *Agricultural Markets in Guatemala and Improvement Possibilities*. Guatemala: Ministerio de Agricultura, SCIDA, 1956. 2 vols.  
Vol. 1 discusses briefly the principal agricultural products of Guatemala and the present methods of marketing. Suggests improvement especially through the development of cooperative marketing associations. Vol. 2 contains organization forms for Farmer's Corn Storage Association.
- 101.0314 LOTHROP, ELEANOR. *Throw Me a Bone*. New York: Whittlesey House, McGraw-Hill, 1948. 234 p.  
The Indian market place at Atitlan, high in Guatemala's mountains, as seen through the eyes of the wife of an American anthropologist, is described on pages 90-92.
- 101.0315 MC BRIDE, GEORGE MC CUTCHEON, and MC BRIDE, MERLE A. "Highland Guatemala and Its Maya Communities," *Geographical Review*, Vol. 32 (April 1942), 252-268.  
A description of the elaborate system of the exchange of goods and of the professional traders is given on pages 262-264. There are pictures of the traders on page 263.
- 101.0316 MC BRYDE, F. WEBSTER. *Cultural and Historical Geography of Southwest Guatemala*. Smithsonian Institution, Institute of Social Anthropology, Publication No. 4. Washington, D.C.: Government Printing Office, 1945. 184 p.  
Ancient trade is discussed on page 71; local specialization on pp. 71-81; and markets on pp. 81-85.
- 101.0317 ————. *Solala: A Guatemalan Town and Cakchiquel Market Center*. A Preliminary Report. Middle American Research Series, Publication No. 5. Department of Middle American Research, Tulane University. New Orleans, La., 1934.  
A study of an important Indian trade center in the mountainous western section of Guatemala. Gives good description of the market and market day, pp. 110-127.
- 101.0318 NASH, MANNING. *Machine Age Maya. The Industrialization of a Guatemalan Community*. Glencoe, Ill.: The Free Press, 1958. v, 118 p.  
In Cantel, a typical Indian community in the western highlands of Guatemala, a textile mill had been built in 1876 which supplies 70% of the

cotton goods in the country. This study goes into the effect the textile mill has had, or not had, on the economy of Cantel.

- 101.0319 PAUL, BENJAMIN D. "Life in a Guatemalan Indian Village," *Patterns for Modern Living, Division 3, Cultural Patterns*. Chicago: The Delphian Society, 1950.  
Includes a discussion on trade and the markets.
- 101.0320 POPONOE, DOROTHY. *Santiago de los Caballeros de Guatemala*. 2nd ed. Cambridge, Mass.: Harvard University Press, 1935. 74 p.  
The story, in English, of the history of Antigua, the ancient capital of Guatemala. Page 40 gives a description of the market in Antigua in the present time.
- 101.0321 REDFIELD, ROBERT. "Primitive Merchants of Guatemala," *Quarterly Journal of Inter-American Relations*, Vol. 1 (1939), 42-56.  
One of the earliest studies of the Guatemalan Indian merchants.
- 101.0322 REYNOLDS, DOROTHY. "Guatemalan Market Day," *Yale Review*, Vol. 31 (June 1942), 731-746.  
Complete story of a day at Chichicastenango market; comparison of merchants; descriptions of buyers, sellers, and stalls.
- 101.0323 ROTHERY, AGNES. *Images of Earth: Guatemala*. New York: Viking, 1934. x, 206 p.  
Descriptions of markets may be found on pp. 26-28, 120-123.
- 101.0324 SITWELL, SACHEVERELL. *Golden Wall and Mirador*. Cleveland: World Publishing Co., 1961. 286 p.  
Descriptions of markets in Santiago Atitlan on pp. 227-228; in Polin on p. 229; and in Chichicastenango, 231-246.
- 101.0325 TAX, SOL. "Changing Consumption in Indian Guatemala," *Economic Development and Cultural Change*, Vol. 5 (January 1957), 147-148.  
Changes in the traditional demands and consumption patterns of the Indians are discussed.
- 101.0326 \_\_\_\_\_. "The Municipios of the Midwestern Highlands of Guatemala," *American Anthropologist*, Vol. 39 (July-September 1937). 423-444.  
A study of the trading towns in Guatemala.
- 101.0327 \_\_\_\_\_. *Penny Capitalism: A Guatemalan Indian Economy*. Chicago: University of Chicago Press, 1963. x, 230 p.  
Discusses many aspects of Indian economy, including land, labor, work, standards of living. Marketing references specifically on pp. 14-17, 134-136, and 121-128.
- 101.0328 TAX, SOL and MEMBERS OF THE VIKING FUND SEMINAR ON MIDDLE AMERICA ETHNOLOGY. *Heritage of Conquest*. Glencoe, Ill.: Free Press, 1952. 312 p.  
Trade and marketing in Guatemala are considered on pp. 46, 47-50, and 52-55.
- 101.0329 WAGLEY, CHARLES. *Economics of a Guatemalan Village*. Memoirs of the American Anthropological Association, No. 58. Menasha, Wis.: American Anthropological Association, 1941. 85 p.  
Both the chapters on "Economic Cycle" and "Consumption" deal with marketing in a primitive village. Specific references are found on pp. 21-24, 31-44, and 45 ff.



- 101.0330 WHETTEN, NATHAN L. *Guatemala, the Land and the People*. New Haven, Conn.: Yale University Press, 1961. 399 p.  
A study of all facets of life in the country. Discussions of markets and traders are on pp. 111-115, 134-135, and 143-146.
- 101.0331 WISDOM, CHARLES. *The Chorti Indians of Guatemala*. Chicago: University Press, 1940. 490 p.  
The first half of this book deals with the economic way of life of these little known Indians, including their ways of trading.

#### **101.04 Honduras**

- 101.0401 CHECCHI, VINCENT and ASSOCIATES. *Honduras, A Problem in Economic Development*. New York: Twentieth Century Fund, 1959. 172 p.  
Local marketing of industries, both extractive and manufacturing, is briefly discussed in relation to the overall problem of development in this country.
- 101.0402 KASSEBAUM, J. C. *Review of Grain Storage and Grain Marketing Program of the National Development Bank of Honduras*. Tegucigalpa: Banco Nacional de Fomento, 1957. 17 p.  
Reviews grain storage and marketing conditions in Honduras and outlines the accomplishments of the Bank's storage construction and minimum price purchasing program.
- 101.0403 WELLS, WILLIAM V. *Explorations and Adventures in Honduras*. New York: Harper, 1857. xxiv, 588 p.  
Although a very old book, it sheds light on present-day Honduras. Descriptions of stores in larger towns are found on pp. 224-226. Chapter 24, pp. 558-567, is entitled "Commerce."

#### **101.05 Nicaragua**

- 101.0501 BAUS, RUTH, and HAVIN, EMILY. *Who's Running This Expedition?* New York: Coward-McCann, 1959. 256 p.  
Local marketing customs in Nicaragua are discussed on pp. 45-51, 96-97, and 157-158.
- 101.0502 CUMBERLAND, W. W. *Nicaragua, An Economic and Financial Survey*. Washington: Government Printing Office, 1928. 178 p.  
Domestic commerce within Nicaragua is discussed on pp. 34-40 and 43-44.
- 101.0503 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Nicaragua*. Baltimore: Johns Hopkins Press, 1953. xxxi, 424 p.  
This is one of the series of studies that gives an excellent background for understanding the economy of the country. The market potential in Managua, the capital, is discussed on p. 180; the marketing of textiles, pp. 126-130.

### **102. CARIBBEAN AREA**

- 102.0001 CARIBBEAN COMMISSION. *Citrus*. Caribbean Market Survey, No. 2. Port of Spain, Trinidad, 1956. vii, 66 p.  
One of a series of marketing surveys undertaken on recommendation of the Fifth Session of the West Indian Conference; covers production, market organization, prices, transport, trade restrictions, etc.

- 102.0002 \_\_\_\_\_. *Fisheries in the Caribbean*. Port of Spain, Trinidad, 1952. vi, 170 p.  
Report of the Fisheries Conference held at Port of Spain, March 24-28, 1952. Small section on "Marketing, Distribution, and Storage." Scattered references to marketing throughout papers.
- 102.0003 \_\_\_\_\_. *Fruit Preserves*. Caribbean Market Series, No. 3, Port of Spain, Trinidad, 1956. iii, 57 p.  
Surveys production and marketing of fruit preserves, notes obstacles and sets out recommendations on which expansion could be based, e.g., market organization, pricing, competitive factors.
- 102.0004 \_\_\_\_\_. *Rice*. Caribbean Market Survey, No. 1. Port of Spain, Trinidad, 1955, ix, 154 p.  
Survey of production, demand, marketing organization, transport facilities, and trade restrictions and competitive position vis-a-vis other exports.
- 102.0005 \_\_\_\_\_. *Small Scale Farming in the Caribbean*. Port of Spain, Trinidad, 1954. v, 154 p.  
Selected from the documentation and report of the conference on education and small scale farming held in Trinidad in 1954. One paper on Organization for the Processing and Marketing of the Products of Small Scale Farming." Also appendix on "Processing and Marketing Organization by Country and Product."
- 102.0006 CUMPER, G. E., ed. *The Economy of the West Indies*. Institute of Social and Economic Research, University College of the West Indies. Kingston: United Printers, Ltd., 1960. 273 p.  
Background of the West Indies, including some material on internal trade and the bases of external trade.
- 102.0007 JONES, CHESTER LLOYD. *Caribbean Backgrounds and Prospects*. New York: D. Appleton, 1931. viii, 354 p.  
Good background for whole Caribbean area and its local and foreign trade.
- 102.0008 MINTZ, SIDNEY W. "The Role of the Middleman in the Internal Distribution System of a Caribbean Peasant Economy," *Human Organization*, Vol. 15 (Summer 1956), 18-23.  
See also FIRTH, RAYMOND W. (Asia); STAHL, KATHLEEN M. (Asia)

## 102.01 British Honduras

- 102.0101 CAIGER, STEPHEN L. *British Honduras, Past and Present*. London: George Allen and Unwin, 1951. 240 p.  
Largely a history of British Honduras from the viewpoint of British possession of the area. Discusses British trade there. Good for international marketing. Few references to local marketing are on pp. 172 and 174-175.

## 102.02 Cuba

- 102.0201 GUERRA Y SANCHEZ, RAMIRO. *Sugar and Society in the Caribbean: An Economic History of Cuban Agriculture*. New Haven, Conn.: Yale University Press, 1964. xlv, 218 p.  
The role of the sugar *latifundium* in the development of the Cuban economy.
- 102.0202 MAC GAFFEY, WYATT, and BARNETT, CLIFFORD R. *Cuba: Its People; Its Society; Its Culture*. New Haven, Conn.: Human Relations Area File Press, 1962. xx, 392 p.

Many specific references to marketing conditions and problems in Cuba, both before and after the coming of Castro. The structure of the marketing system is discussed on pp. 42-43, 84-88, and 302-303; domestic trade, pages 59, 84-89, and 302 ff; retail trade, 21, 35, 141, 303; wholesale trade, 302-303; local markets, pp. 57 and 84.

- 102.0203 NELSON, LOWRY. *Rural Cuba*. Minneapolis: University of Minnesota Press, 1950. x, 285 p.

The functions of the village as a trade center, the numbers of villages, the kinds, locations, and functions, are discussed on pp. 67 to 78.

- 102.0204 *Report on Cuba: Findings and Recommendations of an Economic and Technical Mission Organized by the International Bank for Reconstruction and Development in Collaboration with the Government of Cuba in 1950*. Francis Adams Truslow, Chief of Mission, Washington, D.C. 1050 p.

Among many other things, production and domestic marketing of products are discussed in detail.

- 102.0205 SEERS, DUDLEY, ed. *Cuba: The Economic and Social Revolution*. Chapel Hill, N.C.: University of North Carolina Press, 1964. 432 p.

Searching, unbiased study of Cuban agriculture, education and industry, based on information gathered by a group of British and Chilean economists who, in 1962, visited Cuban ministries, schools, state farm, and industries.

### 102.03 French West Indies

- 102.0301 "French West Indies: A Market Study," *International Trade Review*, April, 1959, 14-15.

Facts and figures on economy and geography of the area, including information on business regulations.

### 102.04 Haiti

- 102.0401 DE YOUNG, MAURICE. "Man and Land in the Haitian Economy," University of Florida School of Inter-American Studies in Latin America Monograph Series No. 3. Gainesville, Florida, 1958.

Tells of market orientation of peasant economy — scarcity of stores and refrigeration leading to necessity of constant movement of goods, hence countless peasant markets. Describes these transactions.

- 102.0402 HERSKOVITS, MELVILLE J. *Life in a Haitian Valley*. New York: Knopf, 1937. 350 p.

Study of all phases of life of people in one area. Direct references to marketing system on p. 67.

- 102.0403 LEYBURN, JAMES G. *The Haitian People*. New Haven, Conn.: Yale University Press, 1941. x, 342 p.

Study of the people of Haiti, past and present, with some detailed descriptions of marketing customs on pp. 196-197, 201-204, 256, and 292.

- 102.0404 MINTZ, SIDNEY W. "Markets in Haiti," *New Society*, Vol. 1 (March 28, 1963), 18-19.

Relationship of Haitian internal system of distribution to the other aspects of Haitian society.

- 102.0405 ————. "A Tentative Typology of Eight Haitian Market-Places," *Revista de Ciencias Sociales (Puerto Rico)*, Vol. 4 (March 1964), 15-58.

Eight market places are described and their nature classified into a 4-part typology of market places. Criteria of classification may be employed in further studies.

- 102.0406 UNDERWOOD, FRANCES W. "The Marketing System in Peasant Haiti," *Papers in Caribbean Anthropology*. New Haven, Conn.: Yale University, Department of Anthropology, 1960.

- 102.0407 WILSON, RUTH D. *Here is Haiti*. New York: Philosophical Library, 1957. 204 p.

Passing remarks show improvement in marketing of local products with the work that was being done at that time under the Point IV program.

## 102.05 Jamaica

- 102.0501 DANKLEFSEN, MILDRED MARIE. "The Sugar Industry of Jamaica," Unpublished doctoral dissertation, Clark University, 1952.

- 102.0502 DORAN, EDWIN, JR. "The Caicos Conch Trade," *Geographical Review*, Vol. 48 (July 1958), 388-401.

The entire article deals with the procurement of conchs and of their importance in trade on this island.

- 102.0503 KATZIN, MARGARET F. "The Business of Higgling in Jamaica," *Social and Economic Studies*, Vol. 9 (September 1960), 297-332.

- 102.0504 . . . . . "The Jamaican Country Higgler," *Social and Economic Studies*, Vol. 8 (December 1959), 421-441.

- 102.0505 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Jamaica*. Baltimore: Johns Hopkins Press, 1952. xviii, 288 p.

Entire book gives good background for understanding problems of marketing here. Specific references to domestic trade may be found: milk monopoly, p. 237; fish and fish marketing, 167 ff.; transportation of local goods, 96-108, 146-167.

- 102.0506 MINTZ, SIDNEY W. "The Role of the Middleman in the Internal Distribution System of a Caribbean Peasant Economy," *Human Organization*, Vol. 16 (Summer 1956), 18-23.

An interesting description of the women "higglers" engaged in the distribution of agricultural products in Jamaica and review of proposals for "marketing reform." The author raises the questions: "What will be the source of capital for an increase in scale of operation and will peasant farmers gain by it?"

- 102.0507 MINTZ, SIDNEY W., and HALL, DOUGLAS. "The Origins of the Jamaican Internal Marketing System," *Papers in Caribbean Anthropology*. New Haven, Conn.: Yale University, Department of Anthropology, 1960.

## 102.06 Puerto Rico

- 102.0601 AKIN, WALLACE E. "The Dairy Industry of the San Juan Area of Puerto Rico," Unpublished doctoral dissertation, Northwestern University, 1952.

- 102.0602 BRANSON, R. E. "The Structure and Efficiency of Food Marketing in Puerto Rico," Unpublished doctoral dissertation, Harvard University, 1954.

- 102.0603 COCHRAN, THOMAS E. *The Puerto Rican Businessman: A Study in Cultural Change*. Philadelphia: University of Pennsylvania Press, 1959. 198 p.  
A study of the changes that have taken place in business institutions and activities in Puerto Rico since 1900. Based on original research and more than 100 interviews.
- 102.0604 GALBRAITH, JOHN K., and HOLTON, RICHARD H. *Marketing Efficiency in Puerto Rico*. Cambridge, Mass.: Harvard University Press, 1955. xi, 204 p.  
Probably a classic in its field, dealing with food retailing and wholesaling and non-food retailing and wholesaling, with suggestions as to how efficiency can be improved.
- 102.0605 HANSON, EARL PARKER. *Transformation — The Story of Modern Puerto Rico*. New York: Simon and Schuster, 1955. xiii, 416 p.  
Of specific interest to marketers are the references to the marketing of crops to be found on pp. 219, 260-261.
- 102.0606 HOLTON, RICHARD H. "Marketing Structure and Economic Development," *Quarterly Journal of Economics*, Vol. 67 (August 1953), 344-361.  
It is argued that distribution is of greater importance in the economic development of backward areas than its neglect in the literature would suggest. There is some discussion of the Clark-Fisher thesis on "tertiary" production. The article is concluded with a survey of distribution in Puerto Rico.
- 102.0607 MAC PHAIL, DONALD D. "Puerto Rican Dairying: A Revolution in Tropical Agriculture," *Geographical Review*, Vol. 53 (April 1963), 224-246.  
A discussion of changes being brought about by the introduction of dairying as an important venture in a tropical land. The marketing of fluid milk is discussed on pp. 238-243. A map of farm-market routes is included.
- 102.0608 MINTZ, SIDNEY W. *Worker in the Cane: A Puerto Rican Life History*. New Haven, Conn.: Yale University Press, 1960. ix, 288 p.  
A good picture of the life of a cane worker and of the production and selling of the cane.
- 102.0609 STEWARD, JULIAN H., ed. *The People of Puerto Rico: A Study in Social Anthropology*. A Social Science Research Center Study, College of Social Sciences, University of Puerto Rico. Urbana, Ill.: University of Illinois Press, 1956. ix, 540 p.  
Studies of four different towns with different economies or sub-cultures: a tobacco municipality and a coffee plantation are two of them. Studies crop processing, credit, marketing, and distribution for each economy.

## 102.07 Trinidad

- 102.0701 HERSKOVITS, MELVILLE JEAN, and HERSKOVITS, FRANCES S. *Trinidad Village*. New York: Knopf, 1947. viii, 351 p., xxv.  
A socio-anthropological study of one village, including scattered references to its marketing practices. A discussion of the position of women in the market is on pp. 49-50.
- 102.0702 KLASS, MORTON. *East Indians in Trinidad: A Study in Cultural Persistence*. New York: Columbia University Press, 1961. xxvi, 265 p.  
Discusses the present-day economic status and means of earning a liveli-

hood of East Indians in a typical Trinidad village. The importance of the market or "shop" is discussed on pp. 53-54 and sugar marketing is described on p. 248.

### 103. SOUTH AMERICA

- 103.0001 BEALS, CARLETON. *Nomads and Empire Builders: Native Peoples and Cultures of South America*. Philadelphia: Chilton Co. Book Division, 1961. 322 p.

Scattered references to marketing in discussing the native peoples of this continent. Extensive bibliography, pp. 289-302.

- 103.0002 \_\_\_\_\_. *Rio Grande to Cape Horn*. Boston: Houghton Mifflin, 1943. 377 p.

The adventures of a German salesman, for a drug firm, traveling through the high mountains of the Andes and other parts of South America are told on pp. 237-239.

- 103.0003 ROTH, W. E. *Additional Studies of the Arts, Crafts and Customs*. Bureau of American Ethnology Bulletin 91. Washington, D.C., 1929.

A study of the work being done by the Guiana Indians of northern South America. Pages 101-103 tell of their methods of selling their handmade goods.

- 103.0004 \_\_\_\_\_. *An Introductory Study of the Arts, Crafts and Customs of the Guiana Indians*. Bureau of American Ethnology, 38th Annual Report. Washington, D.C., 1924.

The first, more definitive, study made of the activities of these northern South American Indians. Pages 633-636 deal specifically with the selling of their handmade goods.

- 103.0005 STEWARD, JULIAN H., ed. *Handbook of South American Indians*. Vol. I, *The Marginal Tribes*; Vol. II, *The Andean Civilizations*. Bureau of American Ethnology, Bulletin 143. Washington, D.C., 1946. xix, 624 p.; xxxiii, 1035 p.

Some of the items covered in these volumes are subsistence activities, transportation, and economic activities. Vol. I covers the peoples and cultures of eastern Brazil, the Gran Chaco, the Pampas, Patagonia, and Tierra del Fuego; Vol. II, the Andean highlands and Pacific lowlands from Colombia to south central Chile.

#### 103.01 Argentina

- 103.0101 DE SHERBININ, BETTY. *The River Plate Republics: Argentina, Uruguay, and Paraguay*. New York: Coward-McCann, 1947. 276 p.

A general survey of activities in these countries. Food shops in Argentina are discussed on pp. 40-42 and retail stores in Buenos Aires on pp. 42-43.

- 103.0102 RENNIE, YSABEL F. *The Argentine Republic*. New York: Macmillan, 1945. xvii, 431 p.

Well-documented interpretation of the Argentine of today in the light of its history, economic and social, and the personalities of its leaders from 1853 to 1943.

- 103.0103 SCOBIE, JAMES R. *Argentina: A City and A Nation*. Oxford: Oxford University Press, 1964. 294 p.

The emphasis in this volume is on social and economic affairs rather than on history. The history of internal trade is discussed on pages 48-54; a typical country store is described on page 125. Entire volume gives a good historical background, as well as an understanding of the present-day country. It is the first of a series on Latin American countries of which Scobie is the editor.

- 103.0104 TAYLOR, CARL C. *Rural Life in Argentina*. Baton Rouge, La.: Louisiana State University Press, 1948. xx, 464 p.  
Describes in detail the levels of living, the schools, homes, churches, and community life of the farm people, from the *peon* to the wealthy *estanciero*.
- 103.0105 WRIGLEY, G. M. "Salta, an Early Commercial Center of Argentina," *Geographical Review*, Vol. 2 (August 1916), 116-133.  
Description of the town of Salta, an important trading city on the old Lima-Buenos Aires road, and of a mule market held there annually. Emphasis is on the geography of the town (underlying rock, topography, etc.) but there is some on market and on trade routes.

### 103.02 Bolivia

- 103.0201 BOWMAN, ISAIAH. *The Highland Dwellers of Bolivia*. Bulletin, Geographic Society of Philadelphia, Vol. VII, 1908, 159-184.  
An active description of the weekly fair held at Cliza, Bolivia.
- 103.0202 LEONARD, OLEN E. *Bolivia: Land, People and Institutions*. Washington, D.C.: Scarecrow Press, 1952. 297 p.  
An interpretive analysis of life in Bolivia. Transportation within the country and its problems of isolation are discussed on page 89. Markets and fairs are on pp. 270-272. A long bibliography is included.
- 103.0203 OSBORNE, HAROLD. *Bolivia, a Land Divided*. 3rd. ed. London: Oxford University Press, 1964. 181 p.  
Chapter on the economy includes the failure of many possible items of production and the local marketing of products. The emphasis in the book, however, is on mining. Includes an extended bibliography.
- 103.0204 PATCH, RICHARD W. *Bolivia: The Seventh Year*. American Universities Field Staff Reports Service, West Coast South American Series, Vol. 6, No. 1. New York: AUFS, Inc., 1959. 26 p.  
The economy, geography, labor unions, and people are all described, including both rural and city life.
- 103.0205 VOLMULLER, J. "Transport in Bolivia," *Transport and Communications Review*, Vol. 7 (April 1945), 14-27.
- 103.0206 WOLCOTT, FREDERIC C. "An Expedition to the Laguna Colorado, Southern Bolivia," *Geographical Review*, Vol. 15 (July 1925), 345-366.  
Page 354 tells of the trade in flamingo eggs by the Indians who rob the nests, bake the eggs, and pack them down to the villages to sell them.
- 103.0207 YBARRA, T. R. *Lands of the Andes. Peru and Bolivia*. New York: Coward-McCann, 1947. 273 p.  
A description of the old market in La Paz is found on pp. 206-209.

### 103.03 Brazil

- 103.0301 AUGELLI, JOHN P. "The Latvians of Varpa; A Foreign Colony on the Brazilian Pioneer Fringe," *Geographical Review*, Vol. 48 (July 1958), 365-387.  
The marketing of agricultural surplus from the farms is discussed on pp. 373-376.
- 103.0302 AZEVEDO, FERNANDO DE. *Brazilian Culture*. Translated by W. R. Crawford. New York: Macmillan Co., 1950. xxiv, 526 p.  
Part I, "The Factors of Culture," bears somewhat on marketing with Chapter 2 having a very brief discussion of industry and commerce.
- 103.0303 CAMACHO, JORGE A. *Brazil: An Interim Assessment*. (2nd. ed.) London: Royal Institute of International Affairs, 1954. 123 p.  
A general book on Brazil with chapters covering transport, trade, and the processing industries.
- 103.0304 CHAPIN, V. L. "The Brazilian Market: Long-Term Promise," *Foreign Trade*, Vol. III (June 6, 1959), 7-9.  
An analysis of the present and predicted market in Brazil.
- 103.0305 CRIST, RAYMOND E. "Cultural Crosscurrents in the Valley of the Rio São Francisco," *Geographical Review*, Vol. 34 (October, 1944), 587-612.  
On pp. 597-602 is a discussion of the problems connected with the marketing of farm products in this valley.
- 103.0306 DAMBAUGH, LUELLA N. *The Coffee Frontier in Brazil*. Latin American Monographs, No. 7. Gainesville: University of Florida Press, 1959. vii, 59 p.  
Although mainly concerned with coffee as a world crop, the repercussions of coffee-growing on local trade make this monograph of value to the marketing reader.
- 103.0307 DOZIER, CRAIG L. "Northern Paraná, Brazil: An Example of Organized Regional Development," *Geographical Review*, Vol. 46 (July 1956), 318-333.  
Deals with the orderly economic development of a coffee producing area.
- 103.0308 FLEMING, PETER. *Brazilian Adventure*. New York: Charles Scribner's Sons, 1934. 412 p.  
A description of the man who owned the only trading station on the Araguaya in the state of Goyaz is given on p. 127. A description of barter with the Carajas by travelers going through the area is given on pp. 154-155.
- 103.0309 FOREIGN AREAS STUDIES DIVISION. THE AMERICAN UNIVERSITY. *U.S. Army Handbook for Brazil*. Department of the Army Pamphlet, No. 550-20. Washington, D.C.: Government Printing Office, 1964. xv, 725 p.  
One of a series of area handbooks issued by the Department of the Army to promote better understanding of various areas in the world.  
A survey of the economic background of Brazil is found on pages 421-442; the structure of the industries, pp. 487 ff.; handicrafts, p. 486; and Chapter 23, "Domestic Trade," pp. 543-562.
- 103.0310 FURTADO, CELSO. *The Economic Growth of Brazil: A Survey from Colonial to Modern Times*. Translated by RICARDO W. DE



- AGUIAR and ERIC C. DRYSDALE. Berkeley: University of California Press, 1963. 285 p.  
Shows the relation of the development of internal markets to the growth of the country and tells of the domestic marketing of various products.
- 103.0311 GOLDMAN, IRVING. *The Cubeo Indians of the Northwest Amazon*. Illinois Series in Anthropology No. 2. Urbana: University of Illinois Press, 1963. 305 p.  
Economic life of these Indians is discussed on pp. 49-89. Within these, trade covers pp. 68-71 and the economic system, pp. 85-89.
- 103.0312 HARRIS, MARVIN. *Town and Country in Brazil*. New York: Columbia University Press, 1956. x, 302 p.  
Traces economics of a small Brazilian town, Ninas Velhas, and of other villages that are nearby. Local marketing is discussed on pp. 45-46.
- 103.0313 HEARE, GERTRUDE E. "Economic Development in Brazil, 1962," United States Department of Commerce Overseas Business Reports, OBR-63-70, March, 1963, 1-9.  
Gives information of value to those trying to understand the entire economy of this country.
- 103.0314 HIGBEE, EDWARD C. "Of Man and the Amazon," *Geographical Review*, Vol. 41 (July 1951), 385-420.  
Problems of marketing rubber from the Amazon area and of lack of communication between the area and the countries to which the rubber area belongs. Page 403 tells of the stores that were maintained for the workers on the rubber plantations.
- 103.0315 HILL, LAWRENCE F., ed. *Brazil*. United Nations Series. Berkeley: University of California Press, 1947. 394 p.  
While this book deals mostly with the problems of foreign trade, there is some material on the domestic marketing of agricultural products.
- 103.0316 HUNNICUTT, BENJAMIN HARRIS. *Brazil Looks Forward*. Rio de Janeiro: Servico Grafico do Instituto Brasileiro de Geografica e Estatistica, 1945. 522 p.  
Discusses the marketing of various products of Brazil, including timber and coffee.
- 103.0317 ----- *Brazil, World Frontier*. New York: Van Nostrand, 1949. vi, 387 p.  
Takes up agricultural production and discusses the marketing of most of these products. Discusses Brazil and her non-political development and problems.
- 103.0318 HUTCHINSON, HARRY WILLIAM. *Village and Plantation Life in Northeastern Brazil*. American Ethnographic Society Publication. Seattle: University of Washington Press, 1957. ix, 199 p.  
Discusses large, older private plantations and newer ones that are centered around the sugar factories. Merchants are discussed on pp. 21-22 and 78-80; the fishing industry, pp. 85-92; and there are other references to the marketing of crops.
- 103.0319 KELSEY, VERA. *Seven Keys to Brazil*. (rev. ed.) New York: Funk & Wagnalls, 1941. 314 p.  
Part III deals with the "economic panorama." There are a few references to marketing scattered through the book.

- 103.0320 MURPHY, ROBERT F. "Credit vs. Cash: A Case Study," *Human Organization*, Vol. 14 (Fall 1955), 26-28.  
A case study of the system of barter-credit vs. cash, in a labor camp engaged in building an emergency landing field on the banks of the American River. "A highly developed barter-credit system, such as we find in the Amazon, implies a whole range of phenomena which make for significant sub-cultural differences."
- 103.0321 - - - - - *Headhunter's Heritage: Social and Economic Change Among the Mundurucu Indians*. Berkeley: University of California Press, 1960. 202 p.  
The modern economic life of these Indians is discussed on pages 51-70; their rubber trade, pp. 160-165.
- 103.0322 MURPHY, ROBERT F. and QUAIN, BUELL. *The Trumai Indians of Central Brazil*. Monographs of the American Ethnological Society, Vol. XXIV. Locust Valley, N.J.: J.J. Augustin, 1955. xii, 108 p.  
Pages 42-44 describe the "trade game," a type of barter exchange that serves to provide both inter- and intra-community distribution.
- 103.0323 OSBORNE, HAROLD. *Indians of the Andes: Aymaras and Quechuas*. Cambridge, Mass.: Harvard University Press, 1952. 266 p.  
The trade in cacao in the past is told on pages 243-244 and the same trade today on p. 250. Excellent bibliography on Indians of the Andes.
- 103.0324 PASSOS, JOHN DOS. *Brazil on the Move*. Garden City, N.Y.: Doubleday and Co., 1963. 205 p.  
The difficulties of transportation which serve as a barrier to the development of more internal trade and of Peruvian-Brazilian trade are discussed on p. 113; references to stores and markets in Iquito, pp. 105-106; and a description of the exhibit put on by the Associations of Commerce in Manaus and of the floating city with its ports, warehouses, etc., are all to be found on pp. 123-125.
- 103.0325 PIERSON, DONALD. *Cruz de Almas: A Brazilian Village*. Washington, D.C.: Government Printing Office, 1951. viii, 226 p.  
This is a complete detailed story of life in this village, including a chapter on the techniques of subsistence there.
- 103.0326 ROTHERY, AGNES E. *South American Roundabout*. New York: Dodd, Mead and Co., 1940. vii, 242 p.  
Descriptions of retail trade and of shops in Rio are on pp. 177-180.
- 103.0327 SCHULTZ, HARALD. "The Waura' Brazilian Indians of the Hidden Xingu," *National Geographic*, Vol. 129 (January 1966), 130-152.  
Of all tribes living on the upper Xingu, only the Waura' make ceramics. Nearby tribes get their pottery by trading with the Waura'. Wild hunters steal Waura' women to get the secret of pottery making. Waura' get their dugout canoes in trade for pottery from dugout-canoe making tribes down-river, pp. 141, 147.
- 103.0328 SCHURZ, WILLIAM LYTLE. *Brazil, the Infinite Country*. New York: E. P. Dutton, 1961. 346 p.  
A good background for understanding the magnitude of Brazil and her problems.
- 103.0329 SMITH, MARIAN W., ed. *The Negro in Northern Brazil: A Study in Acculturation*. New York: J.J. Augustin, 1949. viii, 153 p.  
Analyses the economic activities of the Negroes living in the state of Paranaíba in northeastern Brazil.

- 103.0330 SMITH, THOMAS LYNN. *Brazil: People and Institutions*. Baton Rouge, La.: Louisiana State University Press, 1963. 667 p.  
An excellent background to an understanding of the people of this country. The importance of the weekly markets (*feiras*) to the Brazilian domestic economy is discussed on pp. 436-437.
- 103.0331 SPIEGEL, HENRY W. *The Brazilian Economy*. Philadelphia: Blakiston Co., 1949. xv, 246 p.  
An economic analysis which gives a background for such activities.
- 103.0332 TAYLOR, DONALD A. "Retailing in Brazil," *Journal of Marketing*, Vol. 24 (July 1959), 54-58.  
A description of the many types of retail outlets in urban and rural Brazil. The various kinds of retail establishments and the changes in the level of retail sales are discussed, based on first hand observation by the author.
- 103.0333 VISION, INC. Economic Research Bureau. *Some Basic Statistics on the Brazilian Markets*. New York, 1958. 9,2 p.
- 103.0334 WAGLEY, CHARLES. *Amazon Town. A Study of Man in the Tropics*. New York: Macmillan, 1953. xi, 305 p.  
The economic life of the town is reviewed in a detailed way. Ita, a town of 500 people on the lower Amazon, is discussed as being typical of many Latin American small communities. The chapter, "Making a Living in the Tropics," includes discussions of the trading post for the rubber trade, storekeepers and other pertinent subjects.
- 103.0335 ----- "The Brazilian Amazon. The Case of an Underdeveloped Area." *Four Papers Presented in the Institute for Brazilian Studies, Vanderbilt University*. Nashville: Vanderbilt University Press, 1951, 11-31.  
The culture patterns and natural groupings of the people in one Amazon community are studied as the background for the possibility of development under the Point Four program. This article tells of the trading posts (*barracões*) which serve as market centers as well as social centers, and of the contacts made with other peoples on the market day.
- 103.0336 ----- *An Introduction to Brazil*. New York: Columbia University Press, 1963. 322 p.  
Towns, as the centers of commerce, pages 154-156; rural communities as trading centers, pp. 174-176. Extended bibliography on Brazil, pp. 299-309.
- 103.0337 WAGLEY, CHARLES, and GALVAO, EDUARDO. *The Tenetehara Indians of Brazil: A Culture in Transition*. New York: Columbia University Press, 1949. xv, 200 p.  
Chapter II, "Economic Life," pp. 31-62, tells of the distribution of surplus among these Indians.
- 103.0338 WATSON, JAMES B. "Way Station of Westernization: The Brazilian Caboclo," *Brazil: Papers Presented in the Institute for Brazilian Studies, Vanderbilt University*. Nashville: Vanderbilt University Press, 1953, 9-55.  
Story of the culture of the *caboclo*, the lower class country persons of Brazil, with discussion of the possibilities for them in the future. Most of their economy is pure barter and money barter exchange of goods, but they do obtain a few things from the outside world. There is a good description of a store and store-keeper and a picture of the interior of the store.

- 103.0339 WEBB, KEMPTON. "Geography of Food Supply in Central Minas Gerais," National Research Council Foreign Field Research Program Report No. 4. National Research Council Publication 642, 1959.
- 103.0340 ----- "Origins and Development of a Food Economy in Central Minas Gerais," *Annals of the Association of American Geographers*, Vol. 49, (December 1959), 409-419.  
Historical aspects of the food supply problem of this area in Brazil.
- 103.0341 WILLEMŠ, EMILIO, in cooperation with GIOCONDA MUSSO-LINI. *Buzios Island: A Caicara Community in Southern Brazil*. Publication of the American Ethnological Society, Monograph XX, 1952. 124 p. Economic activities of these people, pp. 27-42; trade, pp. 43-44; and family budgets, pp. 45-55.
- 103.0342 WILLEMS, EMILIO, and BALDUS, HERBERT. "Cultural Changes Among Japanese Immigrants in Brazil," *Sociology and Social Research*, Vol. 26 (July-August 1932), 525-537.  
Section on economic conditions, pp. 530-533, shows mixture of Japanese influence and absorption by some Brazilians of ideas in methods of crop production, transportation, and store ownership. The Japanese changed their cooperative society in Jepuvura into a trading company, (pp. 531-532).
- 103.0343 "The Wooing of Brazil," *Fortune*, Vol. 24 (October 1941), 97-100, 115-116.  
Although primarily concerned with international trade and aid, some reference is made to local trade and advertising.
- 103.0344 WYTHE, GEORGE. *Brazil: An Expanding Economy*. New York: Twentieth Century Fund, 1949. xix, 412 p.  
Scattered throughout the book are brief statements relating to marketing.

### 103.04 British Guiana

- 103.0401 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of British Guiana*. Baltimore: Johns Hopkins Press, 1953. xix, 366 p.  
A consideration of the entire economy of British Guiana. Agricultural marketing is discussed on pp. 209-218; inland shipping, page 260; roads, pp. 283-294.
- 103.0402 SMITH, R.G.C. "British Guiana: The Market Opens Up," *Foreign Trade*, Vol. 112 (August 29, 1959), 13-15.  
A market survey.
- 103.0403 SMITH, RAYMOND T. *British Guiana*. New York: Oxford University Press, 1962. vi, 218 p.  
The story of the sugar industry in British Guiana.

### 103.05 Chile

- 103.0501 BUTLAND, GILBERT J. *Chile: An Outline of Its Geography, Economics, and Politics* (3rd. ed.). London: Royal Institute of International Affairs, 1956. 128 p.  
A short factual study of Chile with chapters on transport, trade and processing industries.

- 103.0502 ELLSWORTH, PAUL T. *Chile: An Economy in Transition*. New York: Macmillan Co., 1945. xi, 183 p.  
Chile's economic problems and politics.
- 103.0503 HANSON, EARL. "Out-of-the-World Villages of Atacama," *Geographical Review*, Vol. 16 (July 1926), 365-377.  
Pages 366-368 describe the one store in each of two towns, the trade which the store does, the self-sufficiency of the villages, and the making and selling of *llareta*, fibrous moss used for fuel, which is sold outside the community.
- 103.0504 LOTHROP, ELEANOR. *Throw Me A Bone*. New York: Whittlesey House, McGraw-Hill, 1948. 234 p.  
An American anthropologist's wife's adventures in trading with the Indians in Chile, pp. 55-57.
- 103.0505 LUDERS, ROLF J., and JUNG, ALLEN F. "Retail Competition in Chile," *Journal of Marketing*, Vol. 28 (April 1964), 22-24.  
Report of a study made to measure the price variations and finance charges for durable goods among merchants in Santiago, Chile, using dealers in refrigerators and automobiles for the sample.
- 103.0506 MC BRIDE, GEORGE MC CUTCHEON. *Chile, Land and Society*. New York: American Geographical Society, 1936. xxii, 408 p.  
Land tenure, agriculture, and social conditions are among the many phases of life which are discussed in this book.
- 103.0507 RUDOLPH, WILLIAM E. "Chuquicamata Twenty Years Later," *Geographical Review*, Vol. 41 (January 1951), 88-113.  
Discussion of the changes in a north Chilean copper mining center. Changes in transportation which brought fresh fruits, vegetables and other produce into the area are discussed on pp. 95-97.
- 103.0508 \_\_\_\_\_. *Vanishing Trails of Atacama*. New York: American Geographical Society, 1963. 86 p.  
Discussion of the marketing of *llareta* (fibrous moss) in Chile's Atacama region and the importance of new roads to this activity. (A revision of Isaiah Bowman's *Desert Trails of Atacama*.)

## 103.06 Colombia

- 103.0601 ASCHMANN, HOMER. "Indian Pastoralists of the Guajira Peninsula," *Association of American Geographers*, Vol. 50 (December 1960), 408-418.  
On p. 417, trading establishments and stores, in this area on the border between Venezuela and Colombia, are discussed.
- 103.0602 FALS-BORDO, ORLANDO. *Peasant Society in the Colombian Andes: A Sociological Study of Saucio*. Gainesville: University of Florida Press, 1955. xii, 277 p.  
Place of the market community in the life of the peasant in this Andean community is discussed, pp. 44, 45, 170-172.
- 103.0603 FOSTER, P. W. "Some Domestic Agricultural Marketing Problems of Colombia," Unpublished doctoral dissertation, University of Illinois, 1958.
- 103.0604 GALBRAITH, W. O. *Colombia: A General Survey*. London: Royal Institute of International Affairs, 1953. vii, 140 p.

A general description with chapters on transport, trade, and the processing industries.

- 103.0605 GORDON, B. LE ROY. *Human Geography and Ecology in the Sinu City of Colombia*. Berkeley: University of California Press, 1957. 117 p.  
A study of primitive people of Colombia: their trade and crafts, pp. 42-44; native industries, 79-90.
- 103.0606 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Basis of a Development Program for Colombia*. Washington, D.C.: International Bank for Reconstruction and Development, 1950. xxxviii, 642 p.  
An over-all view of the Colombian economy. Agricultural marketing and storage are discussed on pp. 77-78, 396-398; cooperatives on page 83.
- 103.0607 MURDOCK, GEORGE PETER. *Our Primitive Contemporaries*. New York: Macmillan Co., 1934. xxii, 614 p.  
Pages 459-461 tell of the barter and interchange of goods by the Intotos of northwestern Amazonia in Colombia.
- 103.0608 PLATT, RAYE R. "Railroad Progress in Colombia," *Geographical Review*, Vol. 16 (January 1926), 82-83.  
No railroads were planned or constructed for the purpose set forth by the International Railway Commission — "the development of cordial relations between nations and the growth of material interests" — but they were built "in response to the demand of the region concerned for an outlet for its increasing production."
- 103.0609 REICHEL-DOLMATOFF, GERARDO, and REICHEL-DOLMATOFF, ALICIA. *The People of Aritama. The Cultural Personality of a Colombian Mestizo Village*. Chicago: University of Chicago Press, 1961. xviii, 483 p.  
Barter, exchange, and intervillage trade are all discussed in this study of an isolated Colombian village.
- 103.0610 ROMOLI, KATHLEEN. *Colombia, Gateway to South America*. Garden City, N.Y.: Doubleday, Doran and Co., 1941. ix, 364 p.  
Excellent background for all of Colombia.
- 103.0611 SAYRES, W. C. "Indians and the Market: Model and Mode in a Colombian Community," *The American Journal of Economics and Sociology*, Vol. 16 (October 1956), 1-10.  
A study of buying and selling customs of Indians and Mestizos in a small settlement near Popayan, Colombia.
- 103.0612 WHIFFEN, THOMAS. *The North-West Amazons*. London: Constable and Co., 1915. xvii, 319 p.  
Exchange of goods is discussed on pp. 61-62 and 91.
- 103.0613 WHITEFORD, A. M. *Two Cities of Latin America*. A Comparative Description of Social Classes. Beloit, Wis.: Logan Museum of Anthropology, Beloit College, 1960. viii, 150 p.  
Includes a description of the market in Popayan, Colombia, and contrasts it with the market in Querétaro in Mexico.

### 103.07 Ecuador

- 103.0701 COLLIER, JOHN, JR., and BUITRÓN, ANÍBAL. *The Awakening Valley*. Chicago: University of Chicago Press, 1949. 199 p.

A description of the town and market place in Otavalo, Ecuador. Excellent and numerous pictures. The changing economy, pp. 160-179; the market, pp. 12-28.

- 103.0702 "Ecuador: An Economic Study," *International Trade Review*, August, 1949, 14-15.

One of a series of articles. Includes many useful facts and figures.

- 103.0703 FRANKLIN, ALBERT B. *Ecuador: Portrait of a People*. New York: Doubleday, Doran, 1943. vii, 326 p.

An account of the topography, people, local customs, politics, and personalities of Ecuador. Tells of a *balsera* (trader in balsam), 43-45; markets, pp. 95, 251; and fairs, pp. 141-142.

- 103.0704 LINKE, LILO. *Ecuador: Country of Contrasts*. London: Royal Institute of International Affairs, 1954. ix, 173 p.

A general description of Ecuador with chapters on transport, trade, and the processing industries.

- 103.0705 PARSONS, ELSIE WORTHINGTON (CLEWS). *Peguche*. Canton of Otavalo, Province of Imbabura, Ecuador: A Study of Andean Indians. Chicago: University of Chicago Press, 1945. 225 p.

The market in Otavalo is included on pp. 10, 13, 17, 30-32, 111, 161, and 181, with discussion of the trade in wool and cattle, the pig market, and the story of one woman's trading.

- 103.0706 ROTHERY, AGNES EDWARDS. *South American Roundabout*. New York: Dodd, Mead, 1940. vii, 242 p.

Indian trade in Ecuador, pp. 34-43.

- 103.0707 SHEPPARD, GEORGE. "The Salt Industry of Ecuador," *Geographical Review*, Vol. 22 (July 1932), 403-410.

Page 410 discussed the packing, distribution, and transportation of salt.

- 103.0708 VON HAGEN, VICTOR W. *Ecuador and the Galapagos Islands*. Norman, Okla.: University of Oklahoma Press, 1949. ix, 290 p.

A documented account of the physical reality of Ecuador.

### 103.08 Panama

- 103.0801 BIESANZ, JOHN B., and BIESANZ, MAVIS. *The People of Panama*. New York: Columbia University Press, 1955. xii, 418 p.

Although two chapters, "The Economy of Urban Panama," and "The Agriculture of Panama," have specific sections on commerce and markets, the entire book aids in understanding the economic problems of this country.

- 103.0802 EDWARDS, ALBERT [pseud. of Arthur Bullard]. *Panama: The Canal, the Country, and the People*. New York: Macmillan Co., 1911. x, 585 p.

Though quite old, this book presents the country before the canal was built and the upheavals caused by its coming, with the attendant changes.

- 103.0803 LOTHROP, ELEANOR. *Throw Me A Bone*. New York: Whittlesey House, McGraw-Hill, 1948. 234 p.

The wife of an American anthropologist sees parts of Panama off the beaten path. Descriptions of a Panamanian store and market in Penonomé, pp. 146-147; a general store, pp. 155-156; meat selling, p. 186; and trade of the prehistorical Panamanians with Ecuador, p. 211.

- 103.0804 MC KIM, FRED. *San Blas, An Account of the Cuno Indians of Panama*. Goteborg: Elanders Boktryckeri Aktiebolag, 1947. 113 p.  
Explains the importance of the coconut as a trade item to the isolated people of this island off the coast of Panama.
- 103.0805 ROTHERY, AGNES EDWARDS. *South American Roundabout*. New York: Dodd, Mead, 1940. vii, 242 p.  
Description of the shops in Colon, R.P., pp. 27-28.
- 103.0806 WHITE, J. W., and MORRISON, W. R. *Marketing Panamanian Agricultural Products*, I and II. Panama City: Ministerio de Agricultura, Comercio y Industrias, 1953.

### 103.09 Paraguay

- 103.0901 DE SHERBININ, BETTY. *The River Plate Republics: Argentina, Uruguay, and Paraguay*. New York: Coward-McCann, 1947. 276 p.  
The making and selling of lace in the Lace Village, Itaugua, are described on pp. 210-212.
- 103.0902 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Paraguay Dairy Survey*. Rome, 1957. 24 p.  
Report of a visit by an FAO team in 1956 to assess the scope of establishing a milk plant in Asuncion. Information on existing milk marketing procedures and conditions.
- 103.0903 PENDLE, GEORGE. *Paraguay: A Riverside Nation* (2nd. ed.) London: Royal Institute of International Affairs, 1956. 120 p.  
A general book on Paraguay, with chapters on transport, trade, and the processing industries.
- 103.0904 SERVICE, ELMAN R., and SERVICE, HELEN S. *Tobati, Paraguayan Town*. Chicago: University of Chicago Press, 1954. 337 p.  
Analyzes three major divisions of the town life — society, economy, and ideology. Includes chapter on specialization of occupational roles. The book is of significance to economists and marketers, for Tobati is a market town of 1400 people. Bibliography included, pp. 329-332.

### 103.10 Peru

- 103.1001 DREWES, WOLFRAM U. *The Economic Development of the Western Montana of Central Peru as Related to Transportation*. Washington, D.C.: Society for International Development, 1960. iv, 44 p.
- 103.1002 FIEDLER, REGINALD H. "The Peruvian Fisheries," *Geographical Review*, Vol. 34 (January 1944), 96-119.  
Pages 117-119 discuss the problems of handling and marketing the catch.
- 103.1003 FORD, THOMAS R. *Man and Land in Peru*. Gainesville: University of Florida Press, 1955. ix, 176 p.  
Economic aspects of agriculture are discussed.
- 103.1004 GOODSPEED, T. HARPER. *Plant Hunters in the Andes*. New York: Farrar and Rinehart, 1941. xvi, 429 p.  
Includes consideration of landscape, people, and customs as found in travels in the Andes, from Guayaquil to South Chile, Argentina, and Peru. Two Peruvian markets, at Bambamarca and Huancayo, are described, pp. 41-43 and 89-90.



- 103.1005 OSBORNE, HAROLD. *Indians of the Andes: Aymaras and Quechuas*. Cambridge: Harvard University Press, 1952. 266 p.  
The trade of the Indians of today is discussed on pages 219-221; the trade of the Incas of the past, pp. 97 and 118.
- 103.1006 SCHNEIDER, JOHN B. "The Peruvian Food Market and the World War," *Journal of Marketing*, Vol. 9 (January 1945), 262-268.  
This article compares the marketing of food in Peru prior to and during World War II. Written by a member of the American Food Mission to Peru.
- 103.1007 SITWELL, SACHEVERELL. *Golden Wall and Mirador*. Cleveland, World Publ. Co., 1961. 286 p.  
Description of the market in Puno, pp. 137-141; the Indians' market in LaPaz, pp. 169-171.
- 103.1008 STEIN, WILLIAM W. *Hualcan: Life in the Highlands of Peru*. Cornell Studies in Anthropology. Ithaca, N.Y.: Cornell University Press, 1961. xxi, 383 p.  
The chapter, "The Economy," includes housing, agriculture, internal trade, foreign trade, etc., pp. 18-111. Other chapters give an understanding of the life in the mountainous parts of Peru.
- 103.1009 TOOR, FRANCES. *Three Worlds of Peru*. New York: Crown Publishers, 1949. ix, 239 p.  
The author's journey through the three regions of Peru: coast, Andes, and jungle, with detailed observations on folk customs, village life and legends.
- 103.1010 WHIFFEN, THOMAS. *The North-West Amazons*. London: Constable and Co., 1915. xvii, 319 p.  
Discusses exchange of goods by these primitive people on the Peruvian-Columbian border, pp. 61-62, 91.
- 103.1011 WRIGLEY, G. M. "Fairs of the Central Andes," *Geographical Review*, Vol. 7 (February 1919), 65-80.  
A thorough description of the history of fairs and of Lyons as a center of trade fairs throughout history. Tells of the Huari Fair, an annual one held in the central Andes and of South American fairs held before the coming of the Spaniards. Predicts continuation of fairs in the Andes as long as the mule and the llama caravans account for a large proportion of the traffic there.
- 103.1012 YBARRA, T. R. *Lands of the Andes. Peru and Bolivia*. New York: Coward-McCann, 1947. 273 p.  
On pp. 56-57, 62, and 69-70 are descriptions of shops and markets in Lima.

### 103.11 Surinam

- 103.01101 HERSKOVITS, MELVILLE J., and HERSKOVITS, FRANCES S. *Rebel Destiny Among the Bush Negroes of Dutch Guiana*. New York: McGraw-Hill, 1934. 366 p.  
A study of the culture of these undeveloped peoples. References to their habits of training and exchange are on pp. 272 ff.
- 103.1102 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *Surinam: Recommendations for a Ten Year Development Program*. Baltimore: Johns Hopkins Press, 1952, 1954. xxvi, 273 p.  
As in the other books in this series, the background material given here

is important in understanding this country's economic problems, including those of marketing.

### 103.12 Uruguay

- 103.1201 HANSON, SIMON G. *Utopia in Uruguay*. New York: Oxford University Press, 1938. viii, 262 p.  
History of Uruguay in the 20th century, with special references to economics and to social conditions and problems.
- 103.1202 PENDLE, GEORGE. *Uruguay: South America's First Welfare State*. London: Royal Institute of International Affairs, 1952. viii, 100 p.  
One of a series of books on Latin America, giving general information about Uruguay, with chapters on transport, trade, and the processing industries.

### 103.13 Venezuela

- 103.1301 ASCHMANN, HOMER. "Indian Pastoralists of the Guajira Peninsula," *Annals of the Association of American Geographers*, Vol. 50 (December 1960), 408-418.  
The trading establishments and stores in this area on the border of Colombia and Venezuela are discussed on page 417.
- 103.1302 BOYD, HARPER W., JR., CLEWETT, RICHARD M., and WESTFALL, RALPH L. "The Marketing Structure of Venezuela," *Journal of Marketing*, Vol. 22 (April 1958), 391-397.  
A detailed study of an expanding market and its economic repercussions.
- 103.1303 BRETT, WILLIAM. "Venezuelan Andes: Neglected Market," *Foreign Trade*, Vol. III (January 3, 1959), 14-15.  
A survey of the economies of the states of Trujillo, Merida, and Tachira, the possibilities of selling there, and the methods necessary.
- 103.1304 CRIST, RAYMOND E. "Along the Llanos-Andes Border in Venezuela: Then and Now," *Geographical Review*, Vol. 46 (April 1956), 187-208.  
Discusses a need for a marketable surplus and how such surpluses were created. Shows contrast between a previous study made in 1932 and the present one, 1956.
- 103.1305 FERGUSSON, ERNA. *Venezuela*. New York: Knopf, 1952. viii, 346, iii p.  
A general travel book on Venezuela. Markets and stores in Caracas are talked about on pp. 67-69; a market in the small town of Caupano is described on p. 178; and Chapter XIV, "Margarita, Isle of Pearls," pp. 180-194, tells of the pearling industry, and of coconut oil and mother-of-pearl production.
- 103.1306 HITCHCOCK, CHARLES B. "The Sierra de Perijá, Venezuela," *Geographical Review*, Vol. 44 (January 1954), 1-28.  
The changes in marketing since 1918 and the marketing of milk are discussed on pages 1 and 2.
- 103.1307 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Venezuela*. Baltimore: Johns Hopkins Press, 1961. xviii, 494 p.  
The background material given in this book, one of a series, is important

in understanding this country's economic problems, including those of marketing. Agricultural marketing is discussed, pp. 176-178; egg cooperatives, p. 427; and dairying, pp. 428-430.

- 103.1308 JANKUS, ALFRED P., and MALLOY, NEIL M. *Venezuela: Land of Opportunity*. New York: Pageant Press, 1956. 259 p.  
The biography of a country whose economic rise has made it top news. A comprehensive report on Venezuela — its people, customs, government, and natural resources.
- 103.1309 KAMEN—KAYE, DOROTHY A. *Caracas Everyday*. Caracas: *Caracas Journal*, 1947. 256 p. (Available from Brentano's, New York, or the American Bookshops, Apartado 284, Caracas.)  
Describes Venezuelan customs, institutions, religious observances, etc., and, in a series of short sketches, describes many Venezuelan types.

## 200. EUROPE

- 200.0001 ABBOTT, JOHN C. "Food Marketing in Western Europe Today," *Journal of Marketing*, Vol. 27 (April 1963), 17-22.  
Some of the changes taking place today in the marketing of food, including self-service retailing, prepackaging, the use of frozen foods, advertising, and the use of retail buying groups.
- 200.0002 BLOCK, MARTIN. *Gypsies: Their Life and Their Customs*. New York: D. Appleton-Century, 1939. xi, 248 p.  
First hand knowledge of life with gypsies, including their means of earning a living, Chapter 14, and their forms of trade, pp. 153-157.
- 200.0003 BURCK, GILBERT. "The Transformation of European Business," *Fortune*, Vol. 56 (November 1957), 145-152, 296-300.  
A description and analysis of the changes occurring in European countries such as Italy and France as they adopt and adapt ideas from the United States.
- 200.0004 "The Changing Pattern of Credit Sales in [Western] Europe," *Euromarket*, Vol. 1 (June 1959), 29-30.  
Hire purchase buying in Italy, France, Britain, Germany and Norway surveyed.
- 200.0005 CREWS, CECIL R., ed. *Europe's Co-ops As We Saw Them*. Chicago: The Cooperative League of U.S.A., 1947. 96 p.
- 200.0006 DAVIS, ROBERT T. *The Changing Pattern of Europe's Grocery Trade*. Multilith release from the Stanford Graduate School of Business, Summer, 1960. 292 p.  
The author attempts to ascertain the causes for the conservatism and slowness of movement of the European food trade.
- 200.0007 DICKINSON, ROBERT E. *The West European City: A Geographical Interpretation*. London: Routledge and Kegan Paul, 1951. xviii, 580 p.

Discusses various types of towns and cities throughout Europe. Section, "Nature of Urban Habitat: Function and Form," includes material on the markets and marketing functions of various cities. Also discusses historical growth of some of the cities.

- 200.0008 JEFFERYS, JAMES B., and KNEE, DEREK. *Retailing in Europe. Present Structure and Future Trends*. London: Macmillan Co., 1962. 177 p. Attempts to bring together the growing amount of statistical data on distribution of goods in Europe in order to forecast the evolution of the retailing aspect of different European economies and to show changes occurring in European distribution.
- 200.0009 MARKETING SCIENCE INSTITUTE. *Marketing Development in the European Economic Community*. Prepared under the direction of BERTIL LIANDER. New York: McGraw-Hill, 1965. 208 p. This study analyzes changes in marketing that have taken place in five countries of Western Europe since the start of the Common Market there.
- 200.0010 MUND, VERNON A. *Open Markets: An Essential of Free Enterprise*. New York: Harper, 1948. 272 p. Goes back to Rome, gives account of weekly and annual markets and fairs in history, then describes beauty of the open market and the evils of collusive monopoly today.
- 200.0011 ORGANIZATION FOR EUROPEAN ECONOMIC COOPERATION. European Productivity Agency. *Catalogue of the Types and Sizes of Wooden Packaging for Fruit and Vegetables Used in Europe*. Paris, 1958. 387 p. A detailed survey on an individual country basis with illustrations. Specific dimensions and comments on the usefulness of each type. English and French text in the same volume.
- 200.0012 ————. *Market Research Methods in Europe*. Paris, 1956. 189 p. A description of the prevailing market research methods in Europe and evaluation of their applicability to particular situations, e.g., consumer goods markets, and to conditions in underdeveloped countries. Clearly written. Contains a multilingual glossary of technical terms, a selected bibliography of European literature, names and addresses of market research institutions in Europe, and a program of instruction of a course in market research.
- 200.0013 ————. *Marketing by Manufacturers*. Paris, May 1956. 123 p.
- 200.0014 ————. *Marketing of Fruits and Vegetables in Europe*. Paris, 1956. 327 p.
- 200.0015 ————. *Productivity in the Distributive Trade in Europe: Wholesale and Retail Aspects*. Paris, 1954. 118 p.
- 200.0016 PILKINGTON, ROGER. *Small Boat to Alsace*. London: Macmillan Co., 1961, ix, 214 p. Small canals of Netherlands, Belgium, and France are visited. A travel story, it also tells of transportation, both today and in the past, on by-way canals.
- 200.0017 ROOSTAL, ILMAR. "Standardization of Advertising for Western Europe," *Journal of Marketing*, Vol. 27 (October 1963), 15-20. Discusses pros and cons of the growth of uniform advertising practices in Western Europe.

- 200.0018 SORENSON, RALPH Z. *Survey of Advertising Media Costs in Eleven European Countries*. Lausanne: IMEDE, 1960.
- 200.0019 VREEDE, H.T. *A Profile of the European Market*. Amsterdam: De Twentsche Bank, N.V., 1958. 160 p.
- 200.0020 WARBASSE, J.P. "The Co-operative Movement in Europe," *American Review*, Vol. 2 (July-August 1924), 348-355.  
Early development of cooperatives on the continent.
- 200.0021 WETHERED, GEOFFREY P. "European Commercial Television—Its Development and Function as an Advertising Medium," *The International Advertiser*, March, 1962, 11-16.  
Analysis of the variables in the development and function of television as an advertising media in the main European countries.
- 200.0022 WHIDDEN, HOWARD P. "Birth of a Mass Market—Western Europe," *Harvard Business Review*, Vol. 33 (May-June 1955), 101-107.  
This general article does present some ideas on post-war economic growth and the development of an expanding "one class" consumer market, and brief discussions of distribution methods.
- 200.0023 WSZELAKI, JAN. *Communist Economic Strategy: The Role of East Central Europe*. Washington, D.C.: National Planning Association, 1959. 132 p.

## **200.01 Albania**

- 200.0101 SKENDI, STAVRO, ed. *Albania*. Published for the Mid-European Studies Center of the Free Europe Committee, Inc. London: Atlantic Press, 1957. xiv, 389 p.  
A study of all phases of life in Albania. Domestic trade is discussed, pp. 203-225, including consideration of the communist policy of control.

## **200.02 Arctic**

- 200.0201 BIRKET-SMITH, KAJ. *The Eskimos*. New York: Humanities Press, 1959. xv, 262 p.  
Includes a chapter showing the influence of white traders on Eskimo life.
- 200.0202 DOUGLAS, WILLIAM O. "Banks Island: Eskimo Life on the Polar Sea," *National Geographic*, Vol. 125 (May 1964), 703-735.  
Along with discussion of life on this isolated island, this has a description of the general store which serves the people.
- 200.0203 FREUCHEN, PETER. *Book of the Eskimos*. Cleveland: World, 1961.  
Chapter 3, "Trading With the Eskimos," Contrasts between the former self-sufficient means of securing goods and the help of the Hudson's Bay Co., pp. 421-423, 429-430; early trading on Greenland and formation of Royal Trading Co., pp. 430-440.
- 200.0204 JENNESS, DIAMOND. *The People of the Twilight*. Chicago: University of Chicago Press, 1959. (Phoenix Book No. 32). viii, 251 p.  
Two years among the Eskimos above the Arctic Circle gave the author the material with which to write of these self-sufficient people.
- 200.0205 MURDOCK, GEORGE PETER. *Our Primitive Contemporaries*. New York: Macmillan, 1934. xxii, 614 p.  
The life of the polar Eskimos in northern Greenland is discussed, including their trade and barter.

## **200.03 Austria**

- 200.0301 BURGHARDT, ANDREW F. *Borderland. A Historical and Geographical Study of Burgenland, Austria*. Madison, Wis.: University of Wisconsin Press, 1962. xiii, 365 p.  
A thorough study of one area of Austria, including the domestic trade within this district.

## **200.04 Belgium**

- 200.0401 AUSMAN, L.H. "Belgium: Department Stores — A Growing Business," *Foreign Trade*, Vol. 111 (June 6, 1959), 12-13.  
Many figures given on sales growth in Belgium department stores.
- 200.0402 *The Belgian System of Taxation in Its Relation to Corporations*. Bruxelles: Office belge du commerce extérieur, [1957?], 37 p.  
Available from Belgian Industrial Information Service, New York.
- 200.0403 BELGIAN GOVERNMENT INFORMATION CENTER, NEW YORK. *Industrial Investments in Belgium: A Practical Guide*. New York [1955?]. 147 p.
- 200.0404 "Food Packaging in Belgium," Special Report No. 2, *Marketing in Europe*, September, 1964, 35-42.  
Summarizes trends in Belgian marketing of milk, edible oil, biscuits, frozen foods, and sweets and chocolates, discussing each in some detail.
- 200.0405 PILKINGTON, ROGER. *Small Boat Through Belgium*. London: Macmillan, 1959. 218 p.  
Coverage of less well-known areas of this country. Transportation of goods by canals is discussed, pp. 76-80, and a great deal in the rural areas of Belgium may be learned about through this travel book.

## **200.05 Bulgaria**

- 200.0501 DELLIN, L.A.D., ed. *Bulgaria*. Published for the Mid-European Studies Center of the Free Europe Committee, Inc. New York: Praeger, 1957. xvii, 457 p.  
A good over-all picture of a country about which very little has been written in late years. Discussion of domestic trade in this controlled economy, pp. 333-340.
- 200.0502 SANDERS, IRWIN T. *Balkan Village*. Lexington, Ky.: University of Kentucky Press, 1949. 291 p.  
A study of a Bulgarian village of 1600 people. The appendix includes previously published articles plus various tables, including one on store inventories. Special references to marketing may be found on pp. 52-54, 102-106, 149-151, 228-229, 238-241.

## **200.06 Czechoslovakia**

- 200.0601 BUSEK, VRATISLAV, and SPULBUR, NICOLAS. *Czechoslovakia*. Published for the Mid-European Studies Center of the Free Europe Committee. New York: Praeger, 1957. xvii, 520 p.  
Another of the studies showing life within the East European countries. Discussion of domestic retail and wholesale trade, pp. 375-377. An extended bibliography, pp. 484-499.
- 200.0602 CALDWELL, ERSKINE. *North of the Danube*. New York: Viking, 1939. 128 p.

A book on the area north of the Danube published just before the German invasion. Local markets are discussed on pp. 9-13, 15, and 106-109. There are many excellent full-page pictures of the people and their marketing practices.

- 200.0603 GALLA, KAREL. *Sociology of the Cooperative Movement in the Czechoslovak Village*. Prague: Spolek Pece O Blaho Venkova, 1936, 124 p. Monograph dealing with types of cooperatives and their impact on economic and social life in the rural village.
- 200.0604 HRONEK, JIRI and Collaborators. *Czechoslovakia: A Handbook of Facts and Figures*. Prague: Orbis, 1959.  
Discussion, facts, and figures of internal trade and cooperatives, pp. 93-96.
- 200.0605 MICHAL, JAN M. *Central Planning in Czechoslovakia*. Organization for Growth in a Mature Economy. Stanford, Calif.: Stanford University Press, 1960. xiii, 274 p.  
Discusses the state planning of many aspects of Czechoslovakian life with emphasis on the economic side, including retail trade, price controls, and marketing economy.
- 200.0606 PRUSOVA, FELICIA. "Market Research in Czechoslovakia," *Journal of Market Research*, Vol. 2 (November 1965), 398-400.  
Discusses the use of market research within a socialist state.
- 200.0607 WANKLYN, HARRIET C. *Czechoslovakia*. New York: Praeger, 1954. xviii, 446 p.  
An over-all discussion of land, people, politics, economics, etc., of this controlled country. Chapter, "Industry and Trade," includes domestic as well as foreign trade.

## 200.07 Denmark

- 200.0701 ALKJAER, EJLER. *The Market for Agricultural Machinery and Implements in Denmark*. Copenhagen: Danish National Committee of the International Chamber of Commerce, 1953. 42 p.
- 200.0702 \_\_\_\_\_. *The Market for Wine in Denmark*, Copenhagen: Det Internationale Handelskammers Danske Komite, 1952. 34 p.
- 200.0703 ANDERSON, ROBERT T., and ANDERSON, BARBARA GAIL-LATIN. *The Vanishing Village: A Danish Maritime Community*. Seattle: University of Washington, 1964. 148 p.  
Contrasts Dragor's self-sufficient families in the 1890's with the same group in the 1950's after the village became settled by people from Copenhagen and turned to an economy in which money was of great importance. Chapter 7, "Making A Living," pp. 72-82, is of special interest. Other marketing references, pp. 15, 44-45.
- 200.0704 CENTRAL COOPERATIVE COMMITTEE. *The Co-operative Movement in Denmark*. Rev. ed., published jointly with the Urban Cooperative Union. Copenhagen, Axelborg, 1954. 25 p.  
Survey of the various types of cooperative enterprises in Denmark.
- 200.0705 *Danish Agriculture: Denmark as a Food Producer*. Copenhagen: Danish Agricultural Organizations, 1954.  
Includes a good history of the Danish cooperative movement giving details on how the cooperative marketing schemes operate and are managed.



- 200.0706 DENMARK, ECONOMIC SECRETARIAT. *Economic Survey of Denmark, 1957*. Copenhagen: Royal Danish Ministry of Foreign Affairs, 1957. 58 p.
- 200.0707 DENMARK, MINISTRY OF FOREIGN AFFAIRS. *Investment of Foreign Capital in Denmark*. New York: Consulate General of Denmark (1957), 29, 8 p.
- 200.0708 FABER, HAROLD. *Co-operation in Danish Agriculture*. New York: Longmans, Green, 1931. xix, 188 p.
- 200.0709 HANSEN, MAX K. *Cigaretforbruget 1920-50* (Cigarette Consumption, 1920-1950). School of Economics and Business Administration in Copenhagen, Institute of Sales Organization and Advertising, Bulletin No. 10. Copenhagen: E. Harck, 1952. 92 p.  
With English summary.
- 200.0710 ————. *O og sodvand pa det danske marked* (Beer and Soda Water on the Danish Market). School of Economics and Business Administration in Copenhagen, Institute of Sales Organization and Advertising, Bulletin No. 15. Copenhagen: E. Harck, 1955. 104 p.  
With English summary.
- 200.0711 ————. *Reklameforbruget i Danmark* (Advertising Use in Denmark). School of Economics and Business Administration in Copenhagen, Institute of Sales Organization and Advertising, Bulletin No. 6. Copenhagen: E. Harck, 1949. 75 p.  
With English summary.
- 200.0712 ————. *Salgs- or reklameomkostningerne i Norden* (Sales and Advertising Cost in the North). Northern Sales and Advertising Association Series, No. 1. Copenhagen: E. Harcks-Forlag, 1956. 144 p.  
With English summary.
- 200.0713 ————. *Selling Costs and Advertising Expenditure in Scandinavia*. Federation of Nordic Marketing Associations, Publication No. 1. Copenhagen, 1956. 40 p.
- 200.0714 HIRSCH, JULIUS. *Standard Figures of Scandinavian Distribution, Part I, The Development of Scandinavian Wholesale and Retail Trade During the Last Decade*. Copenhagen: Copenhagen Business Research Bureau, 1938. 32 p.  
A comparison of the principal standard figures for trade, turnover, gross profits and costs of Denmark, Norway, and Sweden up to September, 1937.
- 200.0715 HOWE, FREDERICK C. *Denmark: A Co-operative Commonwealth*. New York: Harcourt, Brace and Howe, 1921. ix, 203 p.
- 200.0716 LIND, C. *The Grocery Trade* (Statistical investigations into the economy of retailing, Bulletin No. 1). Copenhagen: Institute of Economics and History, 1934. 58 p.
- 200.0717 ————. *The Provision Trade* (Statistical investigation into the economy of retailing, Bulletin No. 2). Copenhagen: Institute of Economics and History, 1935. 52 p.
- 200.0718 MADSEN, BORGE O. *Youth in Advertising* (International meeting, 1952, Copenhagen, organized by the Youth Section of the Copenhagen Advertising Association). Copenhagen: The Association, 1952. 127 p.

- 200.0719 MEAD, WILLIAM RICHARD. *An Economic Geography of the Scandinavian States and Finland*. London: University of London Press, 1959. xvi, 302 p.  
Part IV, "Some Primary Economic Activities," is of interest in the marketing field.
- 200.0720 O'DELL, ANDREW C. *The Scandinavian World*. (Geographies for Advanced Study) London: Longmans, Green, 1957. xvi, 549 p.  
Scattered references to marketing are included in the discussions of various products as well as in the history of trade in each country. Covers Finland, Sweden, Denmark, Norway, Norway's Arctic Islands, The Faeros, Iceland, and Greenland.
- 200.0721 ORGANIZATION FOR EUROPEAN ECONOMIC COOPERATION. European Productivity Agency. *The Production and Marketing of High Quality Milk*. Paris, 1955. 142 p.  
Reports lectures and summarizes discussions at a training course in Denmark. Deals with various aspects of marketing including rationalization of distribution in a large city.
- 200.0722 PEDERSON, THOR. *Urban Co-operation in Denmark* (2nd ed.) Copenhagen: Urban Cooperative Union, 1950. 55 p.
- 200.0723 RAVNHOLT, HENNIG. *The Danish Co-operative Movement*. Translated by REGINALD SPINKS. Danish Information Handbook. Copenhagen: Det danske Selskab, 1947. 107 p.
- 200.0724 SHAW, E.B. "Swine Industry of Denmark," *Economic Geography*, Vol. 14 (January 1938), 23-37.  
Covers production and marketing; includes a description and critical analysis of the cooperative marketing schemes that have been an important factor in the success of the swine industry of Denmark.
- 200.0725 SHRIVER, WILLIAM L. *The Challenge of Scandinavia*. Boston: Little, Brown, 1955. 437 p.  
About 100 pages are devoted to each of the Scandinavian countries, including discussion of cooperatives and economic changes within each.
- 200.0726 SMYZER, SELDEN. "How Co-operation Has Enriched Denmark," *World's Work*, Vol. 19 (November 1909), 12-85.  
One of the early assessments of the cooperative movement in Denmark.
- 200.0727 STRODE, HUDSON. *Denmark is a Lovely Lnad*. New York: Harcourt, Brace, 1951. 298 p.  
Although a travel-type book, there is some material here of interest to the marketer. Cooperatives and their operations are discussed, pp. 192-203; modern sales shops in Copenhagen, pp. 50-51; private enterprise of the fishermen, pp. 286-287. The story of the development of Cherry Heering by Peter Heering, who ran a retail neighborhood grocery store, is of interest.

## 200.08 Finland

- 200.0801 ALTON, A.J. "Marketing in Finland," *Journal of Marketing*, Vol. 27 (July 1963), 47-51.  
Tells of retail and wholesale trade within Finland, of its shopping centers, retail chains, and advertising, with a glimpse of what the future may bring.
- 200.0802 *The Finland Yearbook, 1947*, edited by URHO TOIVOLA. Helsinki: Mercatorin Kirjapino Ja Kustannus Oy, 1947. 455 p.

Edited with the assistance of the press, Department of the Ministry for Foreign Affairs, and specialists in different branches. Out-of-date, but best source.

- 200.0803 HEIKKILA, RAIMO. *Finland, The Land of Cooperatives*. Helsinki: Institute of Cooperation, University of Helsinki, 1963. 64 p.
- 200.0804 HENNEL, OLOF. "Wholesaling in Finland," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed., 22-36. Homewood, Illinois: Richard D. Irwin, 1963. xii, 317 p.
- 200.0805 KEIJOLA, MATTI. "What Makes the Finns Buy?" *International Trade Review*, March, 1965, 57 p.  
Discusses traits of the Finnish buyer, tells of changes in living standards and communication within Finland, and of development of commercial television in this pioneering Scandinavian country.
- 200.0806 "KESKO: Finland's Model Retail Chain," *Euromarket*, Vol. 1 (July-August 1959), 18-21.  
A description of how KESKO (Central Organization of Finnish Retailers) acts as buyer, manufacturer, and know-how disseminator for its members and as supplier and educator for the customers.
- 200.0807 OWEN, JOHN E. "Cooperatives in Finland," *Sociology and Social Research*, Vol. 37 (March-April 1953), 230-235.  
Discusses place of cooperatives in Finnish economy. Estimates that 35% of Finnish retail trade passes through cooperative stores.
- 200.0808 PLATT, RAYE R., ed. *Finland and Its Geography*. American Geographical Society Handbook. New York: Duell, Sloan and Pearce, 1955. xxv, 510 p.
- See also MEAD, WILLIAM RICHARD; O'DELL, ANDREW C.; and SHRIVER, WILLIAM L. (Denmark)

## 200.09 France

- 200.0901 AGNEW, SWANZIE. "The Vine in Bas Languedoc," *Geographical Review*, Vol. 36 (January 1946), 67-79.  
Discusses problem of marketing wines and the interplay of grapes and wheat culture in the area. Cooperative movement in marketing wine arose from fierce Algerian competition. Specific marketing material, pp. 74-76.
- 200.0902 BAUCHET, PIERRE. *Economic Planning. The French Experience*. Trans. by DAPHNE WOODWARD. New York: Praeger, 1964. xvi, 299 p.  
Discussion of French experiments in planned economy, including planning for distribution and pricing.
- 200.0903 DEUTSCHMAN, E. "How to Buy A Dior Original," in *Holiday in France*, collected and illustrated by LUDWIG BEMELMANS, 77-91. Boston: Houghton Mifflin, 1957. xiii, 335 p.  
A light account of the retail selling and purchasing of a gown in a well-known Paris designer's shop. The book has other scattered brief references to shops, peddlers, flower girls, etc.
- 200.0904 DUNN, S. WATSON. "French Retailing and the Common Market," *Journal of Marketing*, Vol. 26 (January 1962), 19-22.  
An examination of the key role played by the retailer in the possible success or failure of the European Common Market and the European Free Trade Association.

- 200.0905 DUTTON, RALPH. *Normandy and Brittany*. London: B.T. Botsford, 1953. 261 p.  
Travel-type discussion of these two provinces of northern France. Short account of the markets of country towns, p. 119.
- 200.0906 ELVINGER ADVERTISING AGENCY OF FRANCE. *Advertising Conditions in France*. [Paris?] 1958. 38 p.  
Contains basic information on the French market, including statistics on population, housing, and standard of living, as well as facts on various advertising media, and expenditures in France, 1951-1957; classified by media and product.
- 200.0907 "Fruits and Vegetables for Paris," *Geographical Review*, Vol. 19 (April 1929), 328.  
Gives detailed analysis of sources of fruits and vegetables for the markets in Paris. Considers domestic, as well as North African and other European, sources.
- 200.0908 HACKETT, JOHN, and HACKETT, ANNE-MARIE. *Economic Planning in France*. Cambridge, Mass.: Harvard University Press, 1963. 418 p.  
Discussion of the plans made for France's economy. Price control discussed, pp. 263-264; policy measures in the Fourth Plan (agricultural act of 1962), 276-283 in the chapter, "Market Organization."
- 200.0909 LANDES, DAVID S. "French Business and Businessmen: Social and Cultural Analysis," in *Modern France*, edited by EDWARD MEAD EARLE. Princeton, N.J.: Princeton University Press, 1951.  
Discusses, among other things, the small shops of France with their objective of high profits on extremely low turnover.
- 200.0910 MC BRIDE, ROBERT MEDILL. *A Little Book of Brittany*. New York: R.M. McBride, 1925. 114 p.  
Description of Brittany as seen by a traveler. Village markets, pp. 56-57, 63-66.
- 200.0911 SHEAHAN, JOHN. *Promotion and Control of Industry in Postwar France*. Cambridge, Mass.: Harvard University Press, 1963. 301 p.  
Market organization and the common market are discussed on pp. 257-267. Chapter 12 considers the effects of price control.
- 200.0912 "The Shopping Center Comes to France," *Euromarket*, Vol. 1 (June 1959), 22-23.  
A story of the beginning of supermarketing in France.
- 200.0913 SMITH, R. C. "The French Market," *Foreign Trade*, Vol. 112 (July 18, 1959), 2-4.  
A survey of what the French buy from abroad and how to approach the French market.
- 200.0914 TANNENBAUM, EDWARD R. *The New France*. Chicago: University of Chicago Press, 1961. vii, 252 p.  
Considers the new developments in the economy of France. Special marketing references, pp. 14-16, 50-53, 57.
- 200.0915 TILLY, CHARLES. *The Vendee*. Cambridge, Mass.: Harvard University Press, 1964. xiii, 373 p.  
Discussion of one area of France with many references to trade and exchange, pp. 17-18, 21, 30-32, 49, 55, 62-73, 92-93, 125-126, 135.

- 200.0916 "Who Are the French? A Spectrum of French Society," *Realities*. No. 99 (February 1959), 40-47.  
This survey divides the people of France into 8 different groups and describes each. The groups are: professional men and big businessmen; business executives and high ranking civil servants; independent craftsmen, shopkeepers, and small businessmen; low ranking civil servants and white collar workers; skilled workmen; farmers; farmworkers; and unskilled workers.
- 200.0917 WYLIE, LAURENCE. *Village in the Vaucluse*. Harper Colophon Books. New York: Harper and Row, 1964.  
A sociological study of a French country village. References to local marketing customs, pp. 168, 243, 297.

## 200.10 Germany

- 200.1001 ARNTZ, HELMUT. *Germany in Brief*. Bonn: Press and Information Office of the Federal Government of Germany, 1962. 120 p.  
Superficial survey of modern West Germany. Internal trade considered on pp. 48-49, 52, 62-63.
- 200.1002 BURCK, GILBERT. "The German Business Mind," *Fortune*, Vol. 49 (May 1954), 111-114, 218-222.  
Although concerned with the decisions facing West Germany in accepting or rejecting competition as a part of the business scene, there are presented some ideas about distribution methods.
- 200.1003 CASSAN, THEODOR. *The Consumers' Co-operative Movement in Germany*. Macmillan, 1925. xvi, 201.  
A pre-war study of the cooperatives in Germany.
- 200.1004 DICKINSON, ROBERT E. *Germany: A General and Regional Geography*. New York: Dutton, 1953. xx, 700 p.  
Primarily a geography, there is a detailed description of market days in settled areas, pp. 156-169.
- 200.1005 "Ekloh, Germany's Supermarket King," *Euromarket*, Vol. 1 (June 1959), 12-13  
A story of the beginning of supermarketing in Germany.
- 200.1006 HASSELMANN, ERWIN. *Consumer's Cooperation in Germany*. 3rd ed. Hamburg: Verlagsgesellschaft Deutscher Konsumgenossenschaften, 1961. 72 p.
- 200.1007 "Mail Order in Germany," Special Report No. 2, *Marketing in Europe*, March, 1965, 23-32.  
Gives description of activities of leading mail order establishments which form an important segment of Germany's retail business. (Available from Economist Intelligence Unit. 60 E. 42nd St., New York.)
- 200.1008 MC BRIDE, ROBERT MEDILL. *Towns and People of Modern Germany*. New York: Robert M. McBride, 1928. xiii, 290 p.  
A travel book on pre-World War II Germany. References to markets and stores, and merchants, pp. 117-119, 143-145, 167-168, 249-250, 257-258, 261-262, 270-272.
- 200.1009 NIESCHLAG, ROBERT. "Wholesaling in West Germany," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTHELS, ed., 10-21. Homewood, Ill.: Richard D. Irwin, 1963. xii, 317 p.

- 200.1010 *Trading Under the Laws of Germany*. New York: German-American Trade Promotion Office, [1956]. ix, 231 p.

## 200.11 Greece

- 200.1101 ARGYROPOULOS, A. "A Tobacco Village in Xanthe Nomos," Prepared for the Near East Foundation for the Greek Ministry of Agriculture and the United States Economic Cooperation Administration, 1952. The study of economic life in a Greek village with one main product—tobacco.
- 200.1102 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Royal Hellenic Government on Greek Agriculture: Progress, 1946-1954, and Recommendations for Continued Development*, by M. EZEKIEL. Rome, 1955. 31 p.  
Includes some general recommendations on marketing—provision of funds and technical services to develop facilities, adaptation of production practices to market requirements, and caution in price stabilization policies.
- 200.1103 SANDERS, IRWIN. *Rainbow in the Rock: The People of Rural Greece*. Cambridge, Mass.: Harvard University Press, 1962. vii, 363 p.  
An insight into the people of the rural areas is given in this book. Tobacco and olive harvesting are discussed, pp. 90-96; the importance of the coffee houses and stores in village life, pp. 206-215; village stores, 38-40.
- 200.1104 *Statistical Summary of Greece, 1954*. Athens, Greece: National Statistical Service of Greece, 1955. 218 p.
- 200.1105 STROUP, HERBERT. "Social Changes in Greece," *Sociology and Social Research*, Vol. 39 (July-August 1955), 387-395.  
discusses transportation and communication changes in Greece, showing the breaking down of isolation within the country.
- 200.1106 TSONDEROS, JOHN E. *Greek Agricultural Cooperatives*. Chicago: Fund for International Cooperative Development, 1961. 123 p.
- 200.1107 YLANNAKAKOU, TRIANTHE. "Marketing of Citrus Fruits in Greece," Unpublished master's thesis, New York University, June, 1962.

## 200.12 Hungary

- 200.1201 BALASSA, BELA A. *The Hungarian Experience in Economic Planning*. A Theoretical and Empirical Study. New Haven: Conn.: Yale University Press, 1959. 285 p.  
Pricing in theory and practice, including the pricing of consumer goods, is one of many subjects discussed in this study of planning for economic development behind the Iron Curtain.
- 200.1202 HELMREICH, ERNST C., ed. *Hungary*. Published for the Mid-European Studies Center of the Free Europe Committee, 1957. xiv, 466 p.  
One of the series on east European countries. Scattered references on marketing along with discussion of many other aspects of life in Hungary. Some mention is made of food industries, pp. 313-315.

## 200.13 Iceland

- 200.1301 BOGARDUS, EMORY S. "Social Change in Iceland," *Sociology and Social Research*, Vol. 40 (November-December 1955), 117-126.  
Discusses coming of the cooperatives to Iceland and the changes brought about by them, pp. 120-123. Iceland had become an important exponent

of a mixed economic system, with private commercial business, private cooperative business, and public oghgovernment owned business functioning side by side.

- 200.1302 HANSSON, OLAFUR. *Facts About Iceland*. 4th ed., Translated by P. C. FOOTE. Reykjavik: Publishing Dept. of the Cultural Fund, 1954. 80 p.
- 200.1303 JENSEN, AMY E. *Iceland: Old-New Republic*. New York: Exposition Press, 1954. 362 p.  
From old to new in various facets of Icelandic life. Development of producer's and consumer's cooperatives, pp. 197-211; shops in towns, p. 279.
- 200.1304 OLAFSSON, RAYNOR. "Co-operative Iceland," *The American Scandinavian Review*, Spring, 1939.  
An early discussion of the cooperative movement in Iceland.
- 200.1305 ROTHERY, AGNES. *Iceland, New World Outpost*. New York: Viking, 1948. 215 p.  
Combination of history, folklore, current customs, and traditions. Talks of all three types of economies—profit cooperative enterprises, private profit enterprises, and government enterprises. Specific references to marketing, pp. 17-18, 33-35, 42-43, 59-62, 100-105, 144-146.
- 200.1306 STEFANSSON, VILHJALMUR. *Iceland: The First American Republic*. Garden City, N.Y.: Doubleday, Doran, 1945. xxxviii, 274 p.  
Tells of development of Iceland as the first true republic in the western hemisphere. Co-operative movement discussed on pp. 139-149; section on commerce, including domestic and foreign trade, pp. 183-191.
- 200.1307 THORSTEINSSON, THORSTEIN, ed. *Iceland, 1946. A Handbook*. 4th edition. Reykjavik: Ríkisprentismitjan Gutenberg, 1946. 295 p.  
Contains bibliography on Iceland.

See also O'DELL, ANDREW C. (Denmark)

## 200.14 Ireland

- 200.1401 EVANS, EMYR ESTYN. *Mourne Country*. Dundalk: Dundalgan Press, 1951. xi, 226 p.  
A story of Irish life, including a chapter on "Peddlars and Smugglers," and one on "Home Crafts."
- 200.1402 GALLAGHER, PATRICK. *Paddy the Cope, An Autobiography*. New York: The Devin-Adair Co., 1942. 288 p.  
Deals with story of Paddy in Cleendra on the west coast of Donegal where farmers were in debt to local merchants—"gombeen men"—and could not escape. Tells of Paddy's leadership in forming the Templecrone Cooperative Society of Donegal.
- 200.1403 HAUGHTON, JOSEPH P. "The Social Geography of Dublin," *Geographical Review*, Vol. 39 (April 1949), 257-277.  
The geographical description of the city from a sociological point of view. Descriptions of shopping areas of the city, suburbs, nearby villages, and of the port, pp. 271-277. Pictures of improvised barrows and stalls, p. 260.
- 200.1404 PLUNKETT, SIR HORACE. "The Message of the Farmers of Ireland," *Survey*, Vol. 47 (Nov. 26, 1921), 317-325.  
Discusses the cooperative movement in Ireland.

## 200.15 Italy

- 200.1501 BADENHOP, M. H. "Survey of Smokers in Italy," *Journal of Marketing*, Vol. 24 (October 1959), 66-68.  
A report of smoking preferences of Italians to determine the potential market for American type cigarettes.
- 200.1502 BEATTIE, T. E. "Comments on Marketing in Southern Italy," *Journal of Marketing*, Vol. 9 (January 1945), 269-274.  
Although changed somewhat by the war conditions, the Italian marketing system continued to operate to the best of its ability. Article discusses open markets and black markets for food, clothing, and services.
- 200.1503 CARSON, DAVID. "Marketing in Italy Today," *Journal of Marketing*, Vol. 30 (January 1966), 10-16.  
Survey of marketing today in Italy with its wide range of stages of economic development in its marketing structure. Takes up the market, production, distribution, wholesaling, retailing, facilitating functions, and handicaps to further development.
- 200.1504 CLOUGH, SHEPARD B. *The Economic History of Modern Italy*. New York: Columbia University Press, 1964. 458 p.  
Necessity and possibility of internal economic development to meet key problems of Italy. Marketing of farm products, pp. 109-111. Passing references to marketing, pp. 15, 23, 348.
- 200.1505 "Department and Variety Stores in Italy," Special Report No. 2, *Marketing in Europe*, July, 1965, 26-31.  
Review of position of department and variety stores in Italian distribution channels. Notes rapid changes in Italian retailing.
- 200.1506 FOOD AND AGRICULTURAL ORGANIZATION OF THE UNITED NATIONS. *Marketing Problems and Improvement Programs*, by J. C. ABBOTT. Marketing Guide #1. Rome, 1958.
- 200.1507 \_\_\_\_\_. *Cooperative Marketing for Agricultural Producers*, by M. DIGBY AND R. H. GRETTON. Agricultural Development Paper 253. Rome, 1957.
- 200.1508 GENNARO, PIETRO. "Wholesaling in Italy," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed., 37-47. Homewood, Ill.: Richard D. Irwin, 1963. xxi, 317 p.
- 200.1509 HOLTON, RICHARD H. "Economic Development and the Growth of the Trade Sector," *Banca Nazionale del Lavoro: Quarterly Review*, No. 62 (September 1962), 240-257.
- 200.1510 LEVINE, IRVING R. *Main Street, Italy*. Garden City, N. Y.: Doubleday, 1963. x, 542 p.  
A detailed account of present-day Italy, including many aspects of life there. Chapter 12, "Commerce," pp. 294-311, deals mostly with retail trade.
- 200.1511 MAXWELL, GAVIN. *The Ten Pains of Death*. New York: E. P. Dutton, 1960. x, 272 p.  
Tells of vine, grain, and olive production and harvest in a very poor section of Sicily. Life of a peddler is discussed on pp. 157-162.
- 200.1512 ORLANDO, GUISEPPE. "Agricultural Marketing and the Italian Economy," *Journal of Marketing*, Vol. 21 (January 1957), 326-329.  
An explanation of the attempt to eliminate or decrease unemployment and



improve the foreign trade balance by increasing agricultural productivity and eliminating wholesale monopolies and small-scale retailing.

- 200.1513 "Profile of the Italian Market," *Euromarket*, Vol. 1 (July-August 1959), 28-30.  
Many figures and facts on Italian buying habits and selling methods, including costs of different kinds of advertising.
- 200.1514 SCHACHTER, GUSTAV. "Rural Life in Southern Italy," *American Journal of Economics and Sociology*, Vol. 24 (October 1965), 413-424.  
The life of the peasant in part of Italy and his production of consumer goods.
- 200.1515 UNWIN, K. "Italy's Market Potential Grows With Her Competitive Power," *Board of Trade Journal* (London), February 6, 1959. 337-340.  
British commercial minister at Rome reports on Italy's economic strength and her potential as a buyer and a competitor.

## **200.16 Malta**

- 200.1601 BURDON, T. W. *A Report on the Fishing Industry of Malta*. Valetta: Government Printing Office, 1956. 79 p.
- 200.1602 CRIST, RAYMOND E. "Malta: Development Problems and Economic Prospects," *American Journal of Sociology and Economics*, Vol. 15 (July 1956), 369-381.  
Agricultural and fishing production, and marketing are all included within this discussion.

## **200.17 Netherlands**

- 200.1701 AGRICULTURAL COOPERATIVE ASSOCIATION LTD. *The Dutch Auction System of Marketing Fruit and Vegetables: A Lesson for English Growers?* London, 1949. 14 p.  
A short description of the Netherlands' auction system.
- 200.1702 COLLYER, L. C. "How Dutch Growers Run Their Publicity," *Grower* (London), February 4, 1956, 281-283.  
Great attention is paid in the Netherlands to publicity for fruit and vegetables; discusses various methods.
- 200.1703 *Cooperation in the Netherlands*. The Hague: Nationale Cooperatieve Raad, 1953. 24 p.  
Summary description in English of the Netherlands' cooperative movement.
- 200.1704 *Dairying in the Netherlands*. Amsterdam: Ceuten's Uitg. Mij., 1953. 120 p.  
Published on the occasion of the 13th International Dairy Congress at The Hague, June 22-26, 1953. Contains a brief description of the agencies in charge of milk and dairy products quality control in the Netherlands.
- 200.1705 GADOUREK, I. *A Dutch Community*. Social and Cultural Structure and Process in a Bulb-Growing Region in the Netherlands. Gröningen, Netherlands: J. B. Wolters, 1961. xvi, 555 p.  
The production, preparation for market, and marketing of bulbs are all discussed in Chapter 5, "Sassenheim at Work," pp. 114-160.
- 200.1706 HACCÔU, J. F. "Wholesaling in the Netherlands," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed., 48-56. Homewood, Ill.: Richard D. Irwin, 1963. xii, 317 p.

- 200.1707 HAVEMAN, J. "Social Tensions Between Farmer and Farm Laborer in North Holland," *American Journal of Sociology*, Vol. 60 (November 1954), 246-254.  
New methods which have brought about changes in the marketing of farm produce are discussed as partially responsible for increased tensions between the farmer and farm laborer.
- 200.1708 HICKMAN, W. R. and others. "The Netherlands: A Postwar Picture," *Foreign Trade*, Vol. 112 (August 1, 1959), 4-19.  
A series of articles on different aspects of the Dutch economy—trade patterns, agriculture, nuclear power, etc.
- 200.1709 "Industry in the Netherlands," *De Zakenwereld* (Business World), No. 12, 1953. 319 p.  
Issued as one number of the weekly paper published in Amsterdam.
- 200.1710 KING, GERMAINE. *Holland*. New York: Macmillan, 1951. 88 p.  
One of a series giving a quick overall glimpse of the country. Brief description of a market, pp. 78-79; transportation, 80-81.
- 200.1711 LANDEER, BARTHOLOMEW ed. *The Netherlands*. United Nations Series, Berkeley, Calif.: University of California Press, 1943. 464 p.
- 200.1712 ————. *The Netherlands in a Changing World*. New York: Roy Publishers, 1947. 224 p.
- 200.1713 NETHERLANDS. Economic Information Service. *Holland's Economy: A Statistical Portrait*. Edited by the Netherlands Central Bureau of Statistics and the Netherlands Government Information Service. The Hague: Netherlands Government Printing Office, 1959. 143 p.
- 200.1714 ————. Ministry of Agriculture, Fisheries and Food. *Dutch Agriculture Facts*. The Hague: Foreign Agricultural Information Service, 1953. 156 p.  
Facts and figures concerning the organization of agriculture and the marketing and processing of agricultural products.
- 200.1715 ————. *The Netherlands: Garden of Western Europe*. The Hague: 1954. 30 p.  
Deals with the processing of fruits and vegetables, the auction system, exports, and quality.
- 200.1716 "The Netherlands: An Economic Study," *International Trade Review*, May 1959, 22-23.  
Economic, cultural, and geographical information on the Netherlands.
- 200.1717 ORGANIZATION FOR EUROPEAN ECONOMIC COOPERATION. European Productivity Agency. *The Handling and Marketing of Fruits and Vegetables at Grower-Shipper Level*. The Hague: E. Watzet, 1956. 235 p.  
A detailed report on a training course held in the Netherlands; covers standardization, packing, packing stations and materials, storage, precooling, refrigeration, transport, export control, the Dutch auction system, organization of markets, etc.
- 200.1718 ————. *The Production and Marketing of Eggs and Poultry*. Paris, 1955. 158 p.  
Report on a training course held in the Netherlands; includes four talks and notes of discussions on egg and poultry marketing and the trade in Europe.

200.1719 "To Market, To Market," *Fortune*, Vol. 40 (July 1949), 87-91.  
Primarily pictorial, this article describes the Utrecht Fair in 1949.

## 200.18 Norway

200.1801 ADAMSON, OLGE J., ed. *Industries of Norway: Technical and Commercial Achievements*. Oslo: Dreyers Forlag, 1952. 392 p.

200.1802 AFTENPOSTEN. *Facts About Norway*. Oslo: Chr. Schibsteds Forlag, 1954.

200.1803 BRYAN, ALFRED J. *Trade Mark Act, 1936*. Oslo: Bryns Patentkontor, 1936. 32 p.

200.1804 CARLSON, GUDRUN. *Advertising in Norway*. Oslo: Olson Advertising Association (Fabritius and Sons), 1931. 11 p.

200.1805 COLLINDER, BJORN. *The Lapps*. Princeton, N. J.: Princeton University Press, 1949. 252 p.

Several chapters are devoted to reindeer herds as the economic basis of Lapp life and as the center of all phases of life for the nomadic Lapps.

200.1806 "Food Distribution in Norway," Special Report No. 1, *Marketing in Europe*, September, 1964, 28-34.

Summary of present trends in food distribution, including consideration of retail outlets, wholesalers, self-service stores, and supermarkets.

200.1807 GIDAL, SONIA, and GIDAL, TIM. *My Village in Norway*. New York: Pantheon Books, 1958. 77 p.

Life in a small village. Shows importance of cod and its preparation for market, pp. 19-21.

200.1808 GRIMLEY, O.B. *Consumers' Cooperation in Norway*. Oslo: Arnesens Boktrykken, 1949. 32 p.

History and functioning (1949) of the N.K.L. (Cooperative Union and Wholesale).

200.1809 ————. *Cooperatives in Norway*. Oslo: The Cooperative Union and Wholesale Society, 1950. 178 p.

An enlarged study of the work of the N.K.L.

200.1810 HERBERT, B. F. "The Island of Balsö," *Sociological Review*, Vol. 17 (October 1925), 307-313.

Tells of changes that water communication brought to a previously isolated island, including changes in availability of consumer goods.

200.1811 HOLMSEN, ANDREAS. "General Survey and Introduction," *Scandinavian Economic History Review*, Vol. 4 (1956), 17 ff.

A study of a Norwegian peasant community, including its trade.

200.1812 "Internal Commerce," *Norges Bank Bulletin*, 1951, Nos. 5, 6.

One of a series of articles entitled: "Structural Survey of Norway," published in the *Bulletin* 1947-54, covering the various resources, industries, and economic activities of the country.

200.1813 MAJOR, HARLAN. *Norway: Home of the Norsemen*. New York: David McKay, 1957. 195 p.

A great deal of this book is concerned with traveling. There is a chapter on fishing, both commercial and recreational. Fish markets are discussed on p. 25; sardine packing, pp. 423-424.

- 200.1814 NORBY, JOHN C. "Consumers' Cooperatives in Norway," *Journal of Marketing*, Vol. 16 (April 1952), 423-434.  
A description of the growth and history of the Cooperative Union and Wholesale Society with data on its activities being carried on at that time.
- 200.1815 NORWAY, CENTRAL BUREAU OF STATISTICS. *Know Your Market*. Oslo: H. Aschehoug, 1958.
- 200.1816 \_\_\_\_\_. *Norges Offisielle Statistikk* (Norway's Official Statistics), 1861-63—to date. Oslo: H. Aschehoug.  
Most issues have English as well as Norwegian texts and include statistical material pertinent to the subject of this bibliography.
- 200.1817 PAINE, ROBERT. "Changes in the Ecological and Economic Bases in a Coast Lappis District," *Southwestern Journal of Anthropology*, Vol. 14 (1958), 168-188.  
Effect of Pomor (Russian) traders before World War I on the economy and the way of life of the people of this area.
- 200.1818 SOMMERS, LAWRENCE. "The Norwegian Fishing Industry as Exemplified by Møre og Romsdal Country," Unpublished doctoral dissertation, Northwestern University, 1950.
- 200.1819 VORREN, ORNULV. *Norway North of 65*. Oslo: Oslo University Press, 1960. 21 p. (U. S. Source: 19 Province St., Boston, Mass.)  
Discusses the economy and includes reindeer raising and fishing as the mainstays of life.  
  
*See also* MEAD, WILLIAM RICHARD; HANSEN, MAX K.; HIRSCH, JULIUS; O'DELL, ANDREW C.; and SHRIVER, WILLIAM L. (all Denmark).

## 200.19 Poland

- 200.1901 ALTON, THAD PAUL. *Polish Postwar Economics*. New York: Columbia University Press, 1955. xv, 330 p.  
Entire economy of Poland is discussed, including restriction of cartels on marketing, p. 15; marketing of farm produce, pp. 19, 199; and pricing.
- 200.1902 BARNETT, CLIFFORD R. *Poland: Its People, Its Society, Its Culture*. New Haven, Conn.: Human Relations Area Files Press, 1958. 470 p.  
One of the HRAF series on various countries which studies the entire country from a sociological point of view. Of special interest are Chapter 11, "Basic Features of the Economy," pp. 172-182; and Chapter 16, "Domestic and Foreign Trade," pp. 280-303. The system of domestic distribution is discussed on pp. 281-289.
- 200.1903 BENET, SULA. *Song, Dance, and Customs of Peasant Poland*. London: Dennis Dobson, 1951. 247 p.  
While this book is largely about songs and dances, it includes a discussion of Polish peasant markets, pp. 127-8 and 226.
- 200.1904 BOYD, LOUISE A. "The Marshes of Pinsk," *Geographical Review*, Vol. 26 (July 1936), 376-395.  
Pages 390-395 have a detailed description of the monthly market held at Pinsk in eastern Poland. Illustrated, it tells of the divisions, products, transportation to market, people and their dress, and prices.

- 200.1905 - - - - - . *Polish Countryside*. New York: American Geographical Society, 1937. xi, 235 p.  
An account of a 6300-mile trip through pre-war Poland. There are many references to local markets, including the famous one at Pinsk, pp. 9, 71-77, 88, 110-113.
- 200.1906 BUELL, RAMOND L. *Poland, Key to Europe*. New York: Knopf, 1939. sv, 372 p.  
A good description of the Polish economy just prior to the invasion of Hitler. Cooperatives are discussed, pp. 215, 239, 275, 312; and "Polonization" of commerce, p. 315.
- 200.1907 GALBRAITH, JOHN KENNETH. *Journey to Poland and Yugoslavia*. Cambridge: Harvard University Press, 1958. x, 118 p.  
An account of a trip to these two east European countries, with passing references to retail stores and shopping areas, pp. 9, 17-18, 28, 44, 48, 98-100.
- 200.1908 HALECKI, OSCAR, ed. *Poland*. Published for the Mid-European Studies Center of the Free Europe Committee, Inc., 1957. xviii, 601 p.  
A study of all aspects of life in Poland—political, social, economic, etc. Chapter 18, "Domestic Trade and Finance," pp. 424-443, is pertinent.
- 200.1909 MONTIAS, JOHN MICHAEL. *Central Planning in Poland*. New Haven, Conn.: Yale University Press, 1962. xvi, 410 p.  
A thorough discussion of the planned economy in Poland. Of special interest are Chapter 3, "Current Planning I: The Distribution of Producer Goods," pp. 76-114; and Chapter 8, "The Pricing of Producer Goods," pp. 220-262.
- 200.1910 STANISLAWSKI, DAN. *The Individuality of Poland*. A Study in Historical-Political Geography. Austin, Texas: University of Texas Press, 1959. 248 p.  
Mainly historical and political, but does include some discussion of commerce, both domestic and foreign, both historical and current.
- 200.1911 TAYLOR, J. *The Economic Development of Poland, 1919-1950*. Ithaca, N. Y.: Cornell University Press, 1952. xiv, 222 p.  
Chapter 8, "The Organization of Commerce," is entirely devoted to domestic marketing.
- 200.1912 THOMAS, WILLIAM ISAAC, and ZANIECKI, FLORIAN. *Polish Peasants in Europe and America*. New York: Dover Publications, 1958. 2 vols. xv, 2250 p.  
A detailed discussion of the life of peasants in Poland and after they came to America. Tells of development of buying and selling, pp. 184-187, and the development of trade, pp. 193 ff.
- 200.1913 WALTERS, J. HART, JR. "Retailing in Poland: A First Hand Report," *Journal of Marketing*, Vol. 28 (April 1964), 16-21.  
Discusses structure and organization of retail enterprises, including state stores, problems of service, margins and productivity, and cooperatives.

## 200.20 Portugal

- 200.2001 HOUK, RICHARD. "The Portuguese Maritime Fishing Industry," Unpublished doctoral dissertation, Northwestern University, 1950.

- 200.2002 *Portugal*. Economic Conditions in Portugal. Overseas Economic Surveys. London: Published for the Board of Trade by His Majesty's Stationery Office, 1949. 135 p.  
Background of natural resources and industries. Largely foreign trade in discussion. Tells of "organs of economic co-ordination" which regulate prices and distribution of goods, pp. 65-66.
- 200.2003 STANISLAWSKI, DAN. "The Monique of Southern Portugal," *Geographical Review*, Vol. 52 (January 1962), 37-55.  
Discusses the isolated area, crop-processing, and trade.

## 200.21 Rumania

- 200.2101 FISCHER-GALATI, STEPHEN, ed. *Romania*. Published for the Mid-European Studies Center of the Free Europe Committee, Inc. New York: Praeger, 1957. xv, 399 p.  
Good background study for giving an understanding of a country about which very little has been written in recent years. Has some scattered references to marketing.

*See also* SHOTWELL, JAMES T. (Yugoslavia).

## 200.22 Spain

- 200.2201 AITKEN, ROBERT. "Market Zones of a Pyrenean Valley," *Geographical Review*, Vol. 39 (April 1949), 477-481.  
Studies the marketing centers of the area, Aragon, with its market-defined zones.
- 200.2202 "Aspects of Distribution in Spain," Special Report No. 2, *Marketing in Europe*, August, 1965, 23-26.  
Draws on available statistical data to discuss current distribution system of Spain and talks of the difficulties encountered there.
- 200.2203 FOSTER, ALICE. "Land and People," *Geographical Review*, Vol. 39 (July 1949), 472-477.  
Tells of local markets and market days, contacts within and without the region (Aragon), pp. 476-477.
- 200.2204 GUERIN, JOSEPH R. "Limitations of Supermarkets in Spain," *Journal of Marketing*, Vol. 28 (October 1964), 22-26.  
Results of an experiment in introducing supermarkets into the under-developed economy of Spain, and a discussion of some of the problems encountered—limited demand, problems of packaging and grading, shortage of trained personnel, etc.
- 200.2205 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Spain*. Baltimore: Johns Hopkins Press, 1963. xiii, 416 p.  
Excellent background material for understanding the economy of Spain. Theories of marketing are discussed, pp. 57-65.
- 200.2206 LEWIS, EDWIN H. "Marketing in Spain," *Journal of Marketing*, Vol. 28 (October 1964), 17-21.  
Surveys current state of marketing in Spain and indicates necessary steps for improvement of her ultra-conservative marketing system.
- 200.2207 MC BRIDE, ROBERT MEDILL. *Spanish Towns and People*. New York: Robert R. McBride, 1931. 255 p.  
Descriptions of some of the markets held in Spanish towns. Salamanca,

pp. 36-37; Cordova, pp. 126-131; Seville, pp. 143-146; Tangier, pp. 162-166; Valencia, pp. 242-245.

- 200.2208 MIKESELL, MARVIN W. "Market Centers of Northeastern Spain," *Geographical Review*, Vol. 50 (April 1960), 247-251.

A review of a study made by the University of Zaragoza to trace the movement of peoples and goods between rural settlements and market towns.

- 200.2209 PARSONS, JAMES J. "The Acorn-Hog Economy of the Oak Woodlands of Southwestern Spain," *Geographical Review*, Vol. 52 (April 1962), 211-235.

The processing and marketing of hams and sausages are discussed on pp. 230-232.

- 200.2210 PITT-RIVERS, JULIAN A. *The People of the Sierra*. New York: Criterion Books, 1954. xvi, 232 p.

Although primarily concerned with an examination of the social structure of a rural community in the mountains of southern Spain, some insight is given into the problems of trade and transportation.

### 200.23 Sweden

- 200.2301 ADBELLA, SAMI MOHAMMED. "Developments and Trends in the Swedish Cotton Textile Market," Unpublished Master's thesis, University of Illinois, June, 1962.

- 200.2302 ARTLE, ROLAND. *Svenskt distributionvasende* (Swedish Distributive Trades). Stockholm School of Economics and Business Administration, Business Economics Research Institute, Bulletin No. 42. Stockholm: Almqvist & Wicksell, 1952. 230 p.

With English summary.

- 200.2303 BOGARDUS, EMORY S. "Roles of Consumer Cooperatives in Sweden," *Sociology and Social Research*, Vol. 35 (January-February 1951), 205-214.

Roles of consumer cooperatives, as seen in 1950, in reducing costs, obtaining quality, maintaining free competition, making a nationalization of industries unnecessary.

- 200.2304 CHILDS, MARQUIS W. *Sweden, The Middle Way*. New Haven, Conn.: Yale University Press, 1947. 198 p.

Discusses Sweden's cooperatives, including retail stores and consumers' cooperatives.

- 200.2305 FLEISHER, WILFRED. *Sweden. The Welfare State*. New York: John Day, 1956. 255 p.

Consumers' cooperatives are discussed, pp. 67-101, 107-120, 237. Meat Marketing Association, pp. 109, 114-115.

- 200.2306 FRIIS, HENNING K., ed. *Scandinavia, Between East and West*. Ithaca, N. Y.: Cornell University Press, 1950. x, 388 p.

Contains a chapter on producer and consumer cooperatives.

- 200.2307 GUINCHARD, J. *Sweden. Historical and Statistical Handbook*. Stockholm: Government Printing Office, 1914. 2 vols.

Discusses beginnings of cooperatives, commercial legislation, regulation of retail, wholesale, and peddling trades, inland trade and traders, and market towns.

- 200.2308 GUSTAFSSON, STIG. *Hammkapaciteten i Stockholm; Struktur och kostnader* (Facilities and Operations of the Port of Stockholm: An Analysis of Structure and Costs). Stockholm: School of Economics and Business Administration, Business Economics Research Institute, Bulletin No. 38. Stockholm, 1952.  
With English summary.
- 200.2309 HECKSCHER, ELI F. *An Economic History of Sweden*. Trans. by GÖRAN OHLIN. Cambridge, Mass.: Harvard University Press, 1963. xiii, 208 p.  
A complete picture of the development of Sweden's economic position. Consumers' cooperatives are discussed, pp. 251-252; domestic trade, pp. 35-41, 53; and the regulation of domestic trade, pp. 72-74.
- 200.2310 HEDBERG, ANDERS. *Consumer Co-operatives in Sweden*. 5th ed. Stockholm: Kooperativa Förbundet, 1957. 94 p.
- 200.2311 HENELL, OLOF. *Marketing Aspects of Housewives' Knowledge of Goods*. Institute for Marketing and Management Research, Bulletin No. 1. Göteborg: A. B. John Antonsons Boktryckeri, 1953. 270 p.
- 200.2312 HOOK, ERIK, and others. *The Economic Life of Sweden*. Trans. by BURNETT ANDERSON. Stockholm: Swedish Institute for Cultural Relations, 1956. 112 p.  
Covers industries, finance, commerce, and other aspects.
- 200.2313 HOLCKE, OLOV. *The Freight Traffic Through the Port of Stockholm*. Stockholm School of Economics and Business Administration, Business Economics Research Institute, Bulletin No. 37. Stockholm, 1952.  
In Swedish, with English summary.
- 200.2314 JANSON, FLORENCE EDITH. *The Background of Swedish Immigration, 1840-1930*. Chicago: University of Chicago Press, 1931. 517 p.  
Discusses economic conditions in Sweden. Match monopoly, pp. 345-346; cotton cartel, pp. 375-377; domestic markets, pp. 385-386; trusts, cartels for controlling price and production, pp. 387-388.
- 200.2315 LANDO, Z. D. *Trends in Marketing Costs of Agricultural Produce* (A lecture delivered to American graduates). Copenhagen: Handelsøjskolen i København. Elksportinstituttet, 1950. 22 p.
- 200.2316 MALMQUIST, STEN. *A Statistical Analysis of the Demand for Liquor in Sweden* (A study of the demand for a rationed commodity). Uppsala: Uppsala University, 1948. 135 p.
- 200.2317 SMITH, SUSAN. *Made in Sweden*. New York: Minton, Balch and Co., 1934. 74 pp.  
Fabrics, silver, and carvings of Sweden, selling of pewter.
- 200.2318 STRODE, HUDSON. *Sweden: Model for a World*. New York: Harcourt, Brace, 1949. 369 p.  
Section on cooperatives for better living, pp. 187-211; haymarket in Stockholm, pp. 16-19; market square in Stockholm, pp. 16-19.
- 200.2319 *Swedish Farmers' Cooperatives*. Stockholm: Victor Pettersons Bokindustruaktiebolag, 1950. 64 p.  
Assumption by farmers of almost all of the processes of the marketing of agricultural products.
- 200.2320 TORNQVIST, G. *An Outline of Swedish Retail Distribution*. Published by the Royal Swedish Commission, New York World's Fair, 1939. Stockholm: Nordisk Rotogravyr, 1939. 26 p.



- 200.2321 REDLUND, KNUT, and IGESTEDT, ELON. *Kostnads-och intaksproblem i textildistributionen* (The Cost and Income Problem in Textile Marketing) Stockholm: School of Economics and Business Administration, Business Economics Research Institute, Bulletin No. 51. Stockholm: P. A. Norstedt and Sons, 1955. 247 p.  
With English summary.
- 200.2322 *Small Business in Sweden*. Stockholm: Swedish Artisans and Small Industry Organization and the Swedish Retail Federation, 1949.
- 200.2323 SWEDISH ADVERTISING and SALES FEDERATION. *Swedish Market, 1960-61*. Stockholm, 1960. 122 p.  
First English language issue.
- See also:* MEAD, WILLIAM RICHARD; HANSEN, MAX K.; HIRSCH, JULIUS; O'DELL, ANDREW C.; and SHRIVER, WILLIAM L. (all Denmark).

## 200.24 Switzerland

- 200.2401 GESELLSCHAFT FÜR MARKTFORSCHUNG, ZÜRICH. *The Way They Live: An Analysis of the Standard of Living and Consumer Features of the Subscribers to "Schweizerischer Beobachter."* Basle, Switzerland: Schweizerischer Beobachter, 1951. 105 p.
- 200.2402 HOLLIDAY, L. G. *Switzerland: Economic and Commercial Conditions in Switzerland, April 1951*. Overseas Economic Survey Series. London: H. M. Stationery Office for Commercial Relations and Exports Dept., Board of Trade, 1952. 125 p.
- 200.2403 MAYER, KURT B. *The Population of Switzerland*. New York: Columbia University Press, 1952. xiv, 336 p.  
A study of the possible consumers, with information valuable to those interested in marketing.
- 200.2404 REIST, WERNER, ed. *Switzerland: Life and Activity*. [Zurich: Mensch und Arbeit, ©1953] 205 p.  
The section on "Switzerland at Work" discusses some of the marketing problems of particular industries.
- 200.2405 SIEGRIEF, ANDRÉ. *Switzerland. A Democratic Way of Life*. Trans. from the French by EDWARD FITZGERALD. New York: Duell, Sloan and Pearce, n.d. 223 p.  
This book, written after the close of World War II, gives over-all survey of Switzerland and her people. Chapter 3, "The Spirit and Method of Swiss Production," pp. 68-87, and Chapter 4, "Switzerland and World Trade," pp. 88-120, are of special interest.
- 200.2406 *The Swiss Economy in 1964*. Zurich: Swiss Credit Bank, 1964. 74 p.  
(Published annually).  
Tells of domestic marketing conditions in some of the industries of Switzerland, and a little about retail trade, pp. 59-60.

## 200.25 Union of Soviet Socialist Republics

- 200.2501 BERGSON, ABRAM, and KUZNETS, SIMON. *Economic Trends in the Soviet Union*. Cambridge, Mass.: Harvard University Press, 1963. xiv, 392 p.  
The chapter on consumption, pp. 235-270, includes material on domestic marketing.

- 200.2502 BORDER KARL. *Village Life Under the Soviets*. New York: Vanguard Press, 1927. xxii, 191 p.  
Although not a recent publication, this book presents in Chapter 6 a description of village trade and markets, including the place of the cooperatives.
- 200.2503 CALDWELL, JOHN H. "Marketing in Moscow," *Sales Management*, Vol. 82 (January 16, 1959), 36-39, 85.  
Both high policy attitudes on trade and a market place picture of marketing are given.
- 200.2504 CAMPBELL, ROBERT W. "A Comparison of Soviet and American Inventory-Output Ratios," *American Economic Review*, September, 1958.
- 200.2505 CARTER, BRYAN R. "Communist Advertising: Its Status and Functions," *Journalism Quarterly*, Vol. 39 (Autumn 1962), 500-506.
- 200.2506 FITZSIMMONS, THOMAS; MALOF, PETER; FISKE, JOHN C.; and the Staff and Associates of the Human Relations Area Files. *USSR: Its People, Its Society, Its Culture*. New Haven, Conn.: Human Relations Area Files Press, 1960. 590 p.  
A good picture of the non-political aspects of life in the Soviet Union. There are many scattered references to marketing, including pp. 238-242 which discuss domestic trade. A complete index and lengthy bibliography are included.
- 200.2507 GOGOL, V. I. "Wholesaling in the U.S.S.R.," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed., 227-252. Homewood, Illinois: Richard D. Irwin, 1963. xii, 317 p.
- 200.2508 GOLDMAN, MARSHALL I. "Commission Trade and the Kolkhoz Market," *Social Studies*, Vol. 10 (October 1958), 136-145.
- 200.2509 - - - - - . "The Cost of Efficiency of Distribution in the Soviet Union," *Quarterly Journal of Economics*, Vol. 76 (August 1962), 437-453.
- 200.2510 - - - - - . "Marketing—A Lesson for Marx," *Harvard Business Review*, Vol. 38 (January-February 1960), 79-86.  
Consumers are people (hence unpredictable) and marketing functions must be performed even in a non-capitalistic state as evidenced by Russia's distribution problems.
- 200.2511 - - - - - . "The Marketing Structure in the Soviet Union," *Journal of Marketing*, Vol. 25 (July 1961), 7-14.  
A supplement to the author's previous description of retailing in Soviet Russia, this article provides an outline of the overall marketing structure and its integration with government.
- 200.2512 - - - - - . "New Perspective of Product Differentiation and Advertising, The Soviet View," *Boston University Business Review*, Vol. 8 (Spring 1962), 3-12.
- 200.2513 - - - - - . "Product Differentiation and Advertising: Some Lessons Learned from Soviet Experience," *The Journal of Political Economy*, Vol. 68 (August 1960), 346-357.
- 200.2514 - - - - - . "Retailing in the Soviet Union," *Journal of Marketing*, Vol. 24 (April 1960), 9-15.  
A description of the Soviet retail system and the pattern of merchandising.
- 200.2515 - - - - - . *Soviet Marketing. Distribution in a Controlled Economy*. New York: Free Press of Glencoe, 1963. 229 p.  
A comprehensive report on all phases of marketing inside the Soviet Union.

- 200.2516 \_\_\_\_\_. "The Soviet Standard of Living and Ours," *Foreign Affairs*, July, 1960.
- 200.2517 GUNTHER, JOHN. *Inside Russia*. New York: Harper, 1957. 550 p. Scattered references to retail operations in Moscow, on pp. 41-44, 355, 359-361, 372-374. Other material of interest in understanding the people and the country.
- 200.2518 HINDUS, MAURICE. *Mother Russia*. Garden City, N. Y.: Doubleday, Doran, 1943. ix, 395 p.  
A first-hand account of a visit to Russia during World War II. Commodity exchange between city and peasants, pp. 171-172; factory-run stores, pp. 189-190; selling of surplus products directly by peasants, p. 218.
- 200.2519 HUBBARD, LEONARD E. *Soviet Trade and Distribution*. London: Macmillan, 1938. 381 p.  
Although now outdated, this book presents not only a description but also an analysis of the Soviet marketing system.
- 200.2520 HUNTER, HOLLAND. *Soviet Transportation Policy*. Cambridge, Mass.: Harvard University Press, 1957. xxii, 416 p.
- 200.2521 INKELES, ALEX and GEIGER, KENT, eds. *Soviet Society. A Book of Readings*. Boston: Houghton Mifflin, 1961. xii, 703 p.  
Included in these readings are many references to prices and pricing, regulations of pricing, etc. The section, "Economic Life," is especially pertinent.
- 200.2522 ISAACSON, H. LAWRENCE. *Operating Results of Department and Specialty Stores in 1960*. Boston: Harvard University Graduate School of Business Administration, Bureau of Business Research, Bulletin, No. 161. August, 1961.  
A study of stores in the USSR.
- 200.2523 LANGE, IRENE L. "Marketing in the USSR: 1917-1960," Unpublished master's thesis, University of Illinois, August, 1961.
- 200.2524 LEVINE, IRVING R. *Main Street, U.S.S.R.* New York: Doubleday, 1959. 408 p.  
This popular account contains several chapters relating to consumer goods, stores, free markets for farm products, advertising, and communication media.
- 200.2525 MARGOLIS, MILTON J. "Markdowns in Moscow," *Stores*, Vol. 41 (September 1959), 14-18.  
GUM's new markdown policies and new ventures into market research, promotion and packaging reported. A description of the store's organization, buying and selling, store operations, sales promotion, credit policies, and returned goods policies included. Also a chart of comparative figures on prices of items in terms of dollars, rubles, and hours of work required to earn articles in U. S. and U.S.S.R.
- 200.2526 MARKHAM, JAMES W. "Is Advertising Important in the Soviet Economy?" *Journal of Marketing*, Vol. 28 (April 1964), 31-37.  
Translates and evaluates the new development within the Soviet Union whereby advertising is actually being promoted.
- 200.2527 MURDOCK, GEORGE PETER. *Our Primitive Contemporaries*. New York: Macmillan, 1934. xxii, 614 p.  
Discusses the life of the Kazaks who form the autonomous republic of

Kazakstan in the USSR, including production and trade by them, pp. 144-148.

- 200.2528 PALUBINSKAS, FELIKSAS. "The Growing Importance of Marketing in Soviet Russia," *The Western Economic Journal*, Summer 1965, 274-287.

A survey of marketing and its functions within the Soviet economy, including problems encountered by the Soviets and the proposed or attempted solutions.

- 200.2529 PHELPS, D. MAYNARD. "Soviet Marketing—Stronger Than We Think," *Harvard Business Review*, Vol. 39 (July-August 1961), 69-80.

This presents the observations of one of the members of an exchange group that visited Russia and shows that there is evidence that the Russian economy recognized some faults in the Russian distribution methods and has taken steps to correct them.

- 200.2530 "Soviet Society: From the Dacha Set Down," *Fortune*, Vol. 47 (February 1953), 125-129, 186-198.

Part of an entire issue on Russia, this article contains some discussion of distribution methods, prices, and income levels.

- 200.2531 *The Soviet Union in Facts and Figures, 1958*. London: Soviet News, 1958. 215 p.

- 200.2532 SPULBER, NICOLAS. *The Soviet Economy: Structure, Principles, Problems*. New York: W. W. Norton, 1962. xiii, 311 p.

Chapter 3, "Planning Techniques: Pricing, Market Mechanism, and Controls of Execution," pp. 34-50; Chapter 6, "The Distribution System," pp.91-108.

- 200.2533 SWAYNE, ELIZABETH. "Soviet Advertising: Communism Imitates Capitalism," in *The Role of Advertising* by C. H. SANDAGE and VER—NON FRYBURGER, 93-103. Homewood, Illinois: Richard D. Irwin, 1960.

- 200.2534 VUCINICH, ALEXANDER. *Soviet Economic Institutions. The Social Structure of Production Units*. Hoover Institute Studies, Series E: Institutions. Stanford University, Calif.: Stanford University Press, 1952. x, 150 p.

- 200.2535 WARE, HENRY H. "Costs of Distribution in Soviet Domestic Trade," *Journal of Marketing*, Vol. 15 (July 1950), 21-33.

An attempt to determine the level of costs in Russian trade, which is particularly difficult when various marketing levels have varying and even contradictory concepts of what costs are.

- 200.2536 ———. "The Procurement Problem in Soviet Retail Trade," *Journal of Marketing*, Vol. 15 (October 1950), 167-181.

A description of the difficulties in obtaining stocks met by the Russian retailer with the great number of restrictions, pressures, and controls exerted by the government and other channels.

- 200.2537 WHITE, WILLIAM C. *These Russians*. New York: Scribner's. 1931. 376 p.

Chapter 4, "Abram Mosevitch: The Merchant," pp. 80-101, tells about retailing in the U.S.S.R. at that time from a grocer's point of view.

- 200.2538 WILLIAMS, ERNEST W., JR. and NOVAK, GEORGE. *Freight Transportation in the Soviet Union: A Comparison with the United States*.

Occasional Paper 65. New York: National Bureau of Economic Research, 1959. ix, 38 p.

A study of the railroad economy of the U.S.S.R. with the United States used for comparison. Maps and many statistics and charts.

## **200.26 Yugoslavia**

200.2601 BYRNES, ROBERT F., ed. *Yugoslavia*. Published for the Mid-European Studies Center of the Free Europe Committee, Inc. New York: Praeger, 1957. xi, 488 p.

An over-all view of Yugoslavia. Domestic Trade and pricing are discussed, pp. 334-338, and there are other scattered references to marketing.

200.2602 FELLNER, C. DE. "The Fate of Collective Agriculture in Yugoslavia," *World Crops*, Vol. 6 (1954), 51-54.

200.2603 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of Yugoslavia on Research in Agricultural Economics and Economic Policy and Planning*, by J. M. TINLEY. Rome, 1956. 70 p.

Indicates the need for marketing research. The scope for improvement in agricultural marketing is discussed specifically, pp. 38-42.

200.2604 HALPERN, JOEL M. *A Serbian Village*. New York: Columbia University Press, 1958. xxii, 325 p.

Chapter 13 contains a description of a market town and throughout the book are discussions of cooperatives, one of whose functions is distribution.

200.2605 KERNER, ROBERT J., ed. *Yugoslavia*. Berkeley, Calif.: University of California Press, 1949. 558 p.

Contains a great deal on the economics of Yugoslavia, mostly on foreign trade and governmental controls.

200.2606 NOVAKOVIC, S. "Goods Exchange and Trade," *Booklet for Economy of Yugoslavia*, Beograd, (published by "RAD").

Discusses status of trade organizations and marketing in the Yugoslavian economy.

200.2607 RAZUM, JERKO. "Wholesaling in Yugoslavia," in *Comparative Marketing. Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed., 272-282. Homewood, Illinois: Richard D. Irwin, 1963. xii, 317 p.

200.2608 SHOTWELL, JAMES T. *A Balkan Mission*. New York: Columbia University Press, 1949. 180 p.

Good background material is furnished by this account of a trip through Yugoslavia, Turkey, and Rumania. Discusses early cooperatives for agricultural marketing, p. 34.

200.2609 TILLYARD, ANGELA. *The Land and People of Yugoslavia*. New York: Macmillan, 1962.

Has short descriptions of markets and market days in many towns and cities. Market place and bazaar in Sarajevo, p. 36; in Belgrade, p. 11; Dubrovnik, pp. 78-79; Zagreb, p. 68; and Skopje, p. 57.

200.2610 TOMASEVICH, JOZO. *Peasants, Politics, and Economic Change in Yugoslavia*. Stanford University, Calif.: Stanford University Press, 1955. xii, 743 p.

Political and socio-economic development before 1914, including marketing, patterns of peasant culture, etc. Also gives many references on the period between the two world wars. Chapter 26, "Agriculture and the Market,"

*See also* GALBRAITH, JOHN KENNETH (Poland); SANDERS, IRWIN T. (Bulgaria).

### 300. MIDDLE EAST

- 300.0001 BERGER, MORROE, ed. *The New Metropolis in the Arab World*. New Delhi: Allied Publishers, 1963. 254 p.  
A study of the growing urban areas, centers of trade, in many Arab countries.
- 300.0002 BONNÉ, ALFRED. *The Economic Development of the Middle East*. An Outline of Planned Reconstruction After the War. London: Kegan Paul, Trench, Trubner, and Co., 1945. xii, 164 p.  
Contemplated plans for raising of economic standards in Middle Eastern countries.
- 300.0003 COON, CARLETON S. "The Nomads," in *Social Forces in the Middle East*, edited by SYDNEY N. FISHER, 23-42. Ithaca, N.Y.: Cornell University Press, 1955. xvi, 282 p.  
Tells of the life of the nomad and of the influence he has had in shaping the economic life in the Middle East.
- 300.0004 DOUGLAS, WILLIAM O. *Strange Lands and Friendly People*. New York: Harper, 1951. xv, 336 p.  
Descriptions of the *kibbutz* in Israel, pp. 273-275, 280-289; bazaars in Damascus, pp. 230-231; and other scattered references to buying and trading.
- 300.0005 FISHER, WILLIAM BAYNE. *The Middle East*. A Physical, Social, and Regional Geography. London: Methuen, 1951. 514 p.  
While this is primarily a textbook, it does contain some interesting and valuable information on the economic life of the Middle East.
- 300.0006 HALPERN, MANFRED. *The Politics of Social Change in the Middle East and North Africa*. Princeton, N.J.: Princeton University Press, 1963. xxv, 431 p.

Part II, "The Changing Structure of Society," pp. 41-118, gives background of the various social groups and the changes taking place in them, a change of interest to the marketer.

- 300.0007 MEYER, A. J. *Middle Eastern Capitalism: Nine Essays*. Cambridge, Mass.: Harvard University Press, 1959. viii, 101 p.  
The position of the modern merchant and his outlook, pp. 35-37.
- 300.0008 PARIS, O. *A Study of the Working Co-operative Societies*. Based on enquiries in Cyprus, Palestine, and Egypt. Malta: Department of Agriculture, 1945. vi, 84 p.
- 300.0009 PERETZ, DON. *The Middle East Today*. New York: Holt, Rinehart, and Winston, 1963. xi, 483 p.  
Background material on the history of this area as well as present conditions in the Middle Eastern countries, including the economic life there.
- 300.0010 POTTER, SALTON. "The Bazaar Merchant," in *Social Forces in the Middle East*, edited by SYDNEY N. FISHER, 99-115. Ithaca, N.Y.: Cornell University Press, 1955. vi, 282 p.  
The importance of the bazaar merchant as a social force in bringing about social changes in the Middle East is discussed.
- 300.0011 STARK, FREYA. *The Arab Island. The Middle East, 1939-1943*. New York: Knopf, 1946. xxiv, 236 p.  
In thinking of the Middle East as an isolated island within other powerful areas, the author moves from country to country in her discussions. Specific references to domestic trade and marketing practices may be found on pp. 11-12, 27, 105, 122-123, 205, and 206.
- 300.0012 STEWART, CHARLES F. "The Changing Middle East Market," *Journal of Marketing*, Vol. 25 (January 1961), 47-51.  
This article points out some of the factors that are shaping the new market in the Middle East. It also considers the nature of the competition and discusses the importer-wholesaler, the retailer, and pricing and credit.
- 300.0013 TANNOUS, AFIF I. "Agricultural Cooperation in the Middle East," *Foreign Agriculture*, Vol. 8 (June 1944), 131-144.  
Analysis of the traditional village-community organization and an appraisal of the modern cooperative movements which may help solve the socio-economic problems of the peasant.
- 300.0014 UNITED NATIONS RELIEF AND WORKS AGENCY FOR PALESTINE REFUGEES IN THE NEAR EAST. *Reconnaissance Survey of the Marketing of Fruits and Vegetables in the Arab Middle East*. Quarterly Bulletin of the Economic Department, No. 12. Beirut, 1956. 101 p.  
Assesses the prospects for expansion in this trade as a guide in planning expanded irrigated production by Palestine refugees. Reviews marketing factors, such as transport, marketing organizations, handling procedures, credit, trade, and payment restrictions.

### **300.01 Cypress**

- 300.0101 LANITAS, N. C. *Rural Indebtedness and Agricultural Co-operation in Cyprus*. Limassol (Cyprus): C. Nicolaou, 1944. vii, 278 p.



## 300.02 Iran

- 300.0201 BANANI, AMIN. *The Modernization of Iran*. Stanford University, Calif.: Stanford University Press, 1961. 191 p.  
Discussion of changes in Iran in recent times. Agricultural reforms, pp. 119-129; improvement in processing, storing, and distributing agricultural products, pp. 139-140.
- 300.0202 COON, CARLETON S. *Caravan: The Story of the Middle East*. New York: Henry Holt, 1951. viii, 376 p.  
The conditions which lead to the existence of a staggered series of weekly markets are discussed, pp. 171-190.
- 300.0203 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of Iran on Agricultural Marketing*, by A. M. THOMSON. Extended Technical Assistance Program Report, No. 710. Rome, 1957. 32 p.  
Sets out the background and problems and proposes some remedies: development of grades and standards, better organization of public markets, establishment of a specialized government marketing service, and a council to coordinate activities bearing on marketing.
- 300.0204 HETTINGER, HERMAN S. "Marketing in Persia," *Journal of Marketing*, Vol. 15 (January 1951), 289-297.  
A description of the marketing facilities, structure, government controls, and the marketing problems in wheat and kerosene, with some suggestions for progress in what is now Iran.
- 300.0205 "Iran: An Economic Study," *International Trade Review*, June, 1959, 12-13.  
Geography, economics, marketing conditions, trade regulations, and other information useful to the international trader.
- 300.0206 MEHDIRA, ANNE SINCLAIR. *Persia Revisited*. New York: Knopf, 1964. x, 271 p.  
Series of anecdotes about Mrs. Mehdevi's Persian family in Teheran. Describes the state of transition from the ancient to the modern in Persian life. Description of the bazaar in Teheran is given on pp. 201-207.
- 300.0207 MILLER, MAXINE ADAMS. *Bright Blue Beads. An American Family in Persia*. Caldwell, Idaho: The Caxton Press, 1961. 329 pp.  
The experiences of an American family living for some time in Iran. Discusses shops in Shiraz, pp. 151-152; street vendors and small shops, pp. 29-30.
- 300.0208 NAJFI, NEJMEH. *Persia Is My Heart*. (As Told to HELEN HINCKLEY) New York: Harper, 1953. 245 p.  
Description of dress shop in Teheran, pp. 187-204; bazaars in Teheran, pp. 205-211.
- 300.0209 ROBERTS, N.S. *Iran: Economic and Commercial Conditions*. London: His Majesty's Stationery Office, 1950. vi, 50 p.  
Survey of Iran's industries, agriculture, economic plans, etc.
- 300.0210 VREELAND, HERBERT H., ed. *Iran: Its People, Its Society, Its Culture*. New Haven, Conn.: Human Relations Area Files Press, 1957. vii, 347 p.

Another of the HRAF studies, giving an excellent background for an understanding of the people and their customs. Includes material on domestic trade.

- 300.0211 WILBER, DONALD N. *Iran, Past and Present*. Princeton, N.J.: Princeton University Press, 1950. xi, 244 p.  
Discusses Iran's heritage, its present conditions, and its possible future. Chapters on industry, commerce, and trade, and on the people and their life include modern production, distribution of goods, and village markets. Government monopoly of trade, pp. 98-99; production of goods, pp. 129-133; Iranian Carpet Co., p. 139; trade among nomadic tribes, pp. 185-186; shops in small villages, p. 190; shops and bazaars in larger cities, pp. 192-194; rug weaving in Iran, pp. 136-139.

### 300.03 Iraq

- 300.0301 ADAMS, DORIS G. *Iraq's People and Resources*. Berkeley: University of California Press, 1958. vii, 160 p.  
Gives a cultural description of the people in an old Middle Eastern town of 20,000 people and tells also of its internal trade, pp. 27-28. Chapter VI, "Economic Development: Potentialities and Programs," pp. 102-119, is also pertinent for a marketer.
- 300.0302 AGAMIA, MOHAMMED A. "Social and Political Geography of Petroleum in Iraq," Unpublished doctoral dissertation, Teachers College, Columbia University, 1953.
- 300.0303 DICKSON, MORA. *Baghdad and Beyond*. Chicago: Rand McNally, 1961. 192 p.  
Descriptions of street vendors, *sugs* of different trades, and bazaars in Baghdad are given in some detail, pp. 19-29. Other references to shops, pp. 80-81.
- 300.0304 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of Iraq on Date Processing and Packaging*, by F. H. WINTER. Extended Technical Assistance Program Report, No. 525. Rome, 1956. 22 p.  
Summarizes advice offered on the processing, storage, packing, and marketing of Iraq's dates; specific instructions on packing house operations.
- 300.0305 FULANAIN. *The Marsh Arab: Haji Rikkan*. Philadelphia: Lippincott, 1928. 322 p.  
Tells of the life of a peddler as he goes through the marsh country selling his good and of his influence on various aspects of life there.
- 300.0306 HARRIS, GEORGE LAWRENCE. *Iraq: Its People, Its Society, Its Culture*. New Haven, Conn.: Human Relations Area Files Press, 1958. 350 p.  
An excellent background to gain an understanding of the people of Iraq. Domestic marketing is discussed, pp. 214 ff.; marketing practices, pp. 228-232; market information and credentials, pp. 225-228; transportation of goods, pp. 232-236. Excellent index and extended bibliography.
- 300.0307 HASSAN MOHAMAD ALI. *Land Reclamation and Settlement in Iraq*. Baghdad: Baghdad Printing Press, 1955. 210 p.  
Chapter 2, "The Economics of Agriculture in Iraq," contains a section on "agricultural marketing and services," which describes concisely transport,

storage, marketing channels and sales methods, credit, processing, and other marketing services and emphasizes the need for improvement.

- 300.0308 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Iraq*. Baltimore: Johns Hopkins Press, 1952. xix, 463 p.

An overall study, discussing agricultural marketing, pp. 29-32; transportation, and communication, pp. 43-48; domestic trade, pp. 155-156.

- 300.0309 LANGLEY, K. M. *The Industrialization of Iraq*. Harvard Middle East Monograph. Cambridge, Mass.: Harvard University Press, 1961. ix, 313 p.

The future of the domestic market in Iraq is discussed, pp. 244-251.

- 300.0310 MAXWELL, GAVIN. *People of the Reeds*. New York: Harper, 1957. 224 p.

Life among the people in the swampy land of the Tigris River valley. References to trade and marketing: pp. 13-14, 116-118, 128-130, 155.

- 300.0311 QUINT, MALCOLM. "The Idea of Progress in an Iraqi Village," in *The Modern Middle East*, edited by RICHARD A. NOLTE, 108-123. New York: Atherton Press, 1963. xvi, 218 p.

Discussion of changes taking place in a more isolated village.

### 300.04 Israel

- 300.0401 COHEN, SAUL B. "Haifa, Israel's Link to the World: The Political Geography of the Port and Its Environs," Unpublished doctoral dissertation, Harvard University, 1954.

- 300.0402 \_\_\_\_\_. "Israel's Fishing Industry," *Geographical Review*, Vol. 47 (January 1957), 66-85.

The handling, refrigerating, and distribution of the catch are all discussed under the section, "Shore Facilities," pp. 80-81.

- 300.0403 DARIN-DRABKIN, H. *The Other Society*. New York: Harcourt, Brace and World, 1963.

Discusses *kibbutzim* in Israel as a form of collectivization of production and consumption. Compares them with the *kolkhoz* of the Soviets.

- 300.0404 DE GAURY, GERALD. *The New State of Israel*. New York: Praeger, 1952. 260 p.

A discussion of many facets of the new country. Marketing of goods from a communal settlement (*kibbutz*) is discussed, pp. 206-207.

- 300.0405 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of Israel on the Future Possibility of Grape Exports to the United Kingdom*, by H. L. ARTON. Extended Technical Assistance Program Report, No. 416. Rome, 1955. 38 p.

Sets out market and storage requirements for export and advises on selection of variety, care in production, harvesting and packing containers, shipping periods, etc.

- 300.0406 HALPERIN, HAIM. *Agrindus: Integration of Agriculture and Industries*. New York: Praeger, 1963. ix, 244 p.

Discusses new policies of the regional councils in Israel that control such things as running cold storage plants, trucking co-operatives, etc. Author urges *agrindus* principles (integration of agriculture with industry) on all nations.

- 300.0407 ILAN, AKIVA. "Wholesaling in Israel," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed., 107-122. Homewood, Ill.: Richard D. Irwin, 1963. xii, 317 p.
- 300.0408 "The Israel Economy in 1958," *Review of Economic Conditions in Israel*, July 1959, 1-31.  
Special issue devoted to a detailed report on Israeli's economy. Many statistics.
- 300.0409 KOENIG, SAMUEL. "Israeli Culture and Society," *American Journal of Sociology*, Vol. 48 (September 1942), 160-166.  
Marketing practices in Israel are considered on p. 161.
- 300.0410 SPECTOR, SAMUEL I. "Retail Management in Israel," *Journal of Retailing*, Vol. 35 (Summer 1959), 85-86, 115-116.  
An on-the-spot study of three junior department stores, their retailing methods, managerial policies, and labor union, by a New York University professor.
- 300.0411 SPIRE, MELFORD E. *Children of the Kibbutz*. Cambridge, Mass.: Harvard University Press, 1958. 500 p.  
Description of all phases of life in a *kibbutz*, an agricultural collective settlement in Israel.
- 300.0412 TAL, ELIYAHU. "Marketing in Israel," *The International Adviser*, October, 1961, 6-10.  
Discusses present market development, the Israel consumer, and advertising media in Israel.
- 300.0413 VITELES, HARRY. "The Cooperative Movement in Israel," *Sociology and Social Research*, Vol. 38 (September-October 1953), 22-25.  
Study of 256 Jewish consumers' (distributive) cooperatives with 100,000 members, which centralize half of the "linking cards" in the country and account for one-half of all the agricultural requisites and one-third of all the foodstuffs sold.
- 300.0414 WEINGARTEN, MURRAY. *Life in a Kibbutz*. New York: The Reconstruction Press, 1955. 173 p.  
Agricultural type of social settlement in Israel. *Kibbutz* is a collective rather than a cooperative. This book describes all facets of daily life in one.

### **300.05 Jordan**

- 300.0501 DAJANI, S. W., AND ABBAS, M. *Trade and Transport Cost of Fresh Fruits and Vegetables Between Jordan, Syria, and Iraq*. Amman, Jordan: Ministry of Economy, 1955. 37 p.  
Analyzes the quantities transported by trucks, railway, and air and compares costs.

- 300.0502 HACKER, JANE M. *Modern 'Ammān*. Edited by JOHN Q. CLARKE. Department of Geography, Durham Colleges in the University of Durham, Research Papers Series 3. Durham, England, 1960. 144 p.  
A thorough discussion of the capital of Jordan. Includes sections on trade and industries. Retail trade, small industries, locations and customs, pp. 110-119.
- 300.0503 HARRIS, GEORGE LAWRENCE. *Jordan: Its People, Its Society, Its Culture*. New Haven, Conn.: Human Relations Area Files Press, 1958. 246 p.  
A good background description of the people of this country. Marketing patterns, pp. 168-174; use of goods, rather than currency, in exchange, p. 142; the marketing of agricultural products, p. 153. Other scattered references, index, and extended bibliography.
- 300.0504 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT OF JORDAN. Baltimore: Johns Hopkins Press, 1957. xvi, 488 p.  
Excellent background material for understanding the economics of this country. Marketing of farm products discussed on pp. 117-126; transportation and communication, pp. 23-27, 251-295; and pricing, pp. 445-449.
- 300.0505 LOWDERMILK, WALTER C. *Palestine, Land of Promise*. New York: Harper, 1944. 236 p.  
Description of the Holy Land, including the economic conditions there. Describes plans for a JVA (Jordan Valley Authority) patterned after the TVA of the U.S. Agriculture is discussed on pp. 85-102; fishing, pp. 100-101; industries, pp. 103-120; and Arab economy, pp. 148-167.
- 300.0506 PATAI, RAPHAEL. *The Kingdom of Jordan*. Princeton, N.J.: Princeton University Press, 1958. ix, 315 p.  
Brief discussion of domestic trade is presented, pp. 103-105 and 183-184. Interesting background material is found in Chapter 10, "Villages and Towns."
- 300.0507 VEICHMANAS, B. "Internal Trade," in *Economic Organization of Palestine*, edited by SA'ID B. HIMADEH. Beirut: The American Press, 1938. xxiii, 602 p.  
This work contains an exceptionally good bibliography on the economics of this country.

### 300.06 Lebanon

- 300.0601 BOGARDUS, EMORY S. "Social Change in Lebanon," *Sociology and Social Research*, Vol. 39 (March-April 1955), 254-260.  
Discussion of trade development under technical assistance program. Points out change from former use of donkey by individual producers as a means of transporting goods to market to present use by cooperatives of modern transportation methods.
- 300.0602 GULICK, JOHN. *Social Structure and Culture Change in a Lebanese Village*. Viking Fund Publications in Anthropology No. 21. Wenner-Gren Foundation, New York. 1955. 191 p.  
Stores are discussed, pp. 69-71; other socio-economic institutions, pp. 69-73; economic changes, pp. 151-152.

- 300.0603 TANNOUNS, AFIF I. "The village in the National Life of Lebanon," *Middle East Journal*, Vol. 3 (April 1949), 151-163.  
Despite the reputation the Lebanese have as urban traders, the backbone of Lebanon's economy, population, and culture has been rural communities.

### 300.07 Saudi Arabia

- 300.0701 ABERCROMBIE, THOMAS J. "Saudi Arabia Beyond the Sands of Mecca," *National Geographic*, Vol. 129 (January 1966), 1-53.  
Samplings of present-day market places in Jidda, Riyadh, and Abha, pp. 5, 10, 15, 19, 36, 39-40, and 52.
- 300.0702 BOWEN, RICHARD LE BARON, JR. "Marine Industries of Eastern Arabia," *Geographical Review*, Vol. 41 (July 1951), 384-400.  
On pp. 398-399 the author discusses the marketing of fresh pearls as they are retrieved on the east coast of Arabia.
- 300.0703 DOUGHTY, C. M. *Travels in Arabia Deserta*. New York: Boni & Liveright, 2 vols. 623, 690 p.  
An interesting older travel story which gives background understanding to this area. Volume I, page 606, gives a description of tradesmen and wholesale merchants.
- 300.0704 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of Saudi Arabia on the Establishment of Date Processing and Packing Plants*, by T. CARLSON. Extended Technical Assistance Program Report, No. 266. Rome, 1954.
- 300.0705 LEBKICHER, ROY; REUTZ, GEORGE; STEINEKE, MAX; and OTHER ARAMCO EMPLOYEES. *Aramco Handbook*. The Netherlands: Arabian American Oil Co., 1960. 343 p.  
Planned as a means of orienting new employees in the area, this book provides an excellent background for anyone interested in business and marketing here. The domestic selling of Aramco products is discussed on page 183; movement of oil from wells to ships, p. 174; local trade, products, pearling, etc., pp. 242-254.
- 300.0706 LIPSKY, GEORGE A., ed. *Saudi Arabia: Its People, Its Society, Its Culture*. New Haven, Conn.: Human Relations Area Files Press, 1959. 366 p.  
Another of this series, valuable in obtaining an understanding of the people of the area. Chapter 12, "Basic Features of the Economy," pp. 149-155, and Chapter 17, "Domestic and Foreign Trade," pp. 238-248, are of special importance. Included are considerations of domestic trade patterns, marketing, country markets, town bazaars, bargaining, and transportation. Excellent bibliography.
- 300.0707 PHILBY, H. ST. JOHN B. *Arabian Highlands*. Published for the Middle East Institute, Washington, D.C. Ithaca, N.Y.: Cornell University Press, 1952. xvi, 771 p.  
Thorough descriptions of markets and market days in many towns of the Arabian peninsula. Trade in coffee is also discussed. Pages of special interest are: 11, 37, 116, 274-276, 344, 389, 424, 479, 639, and 692.

- 300.0708 SANGER, RICHARD. *The Arabian Peninsula*. Ithaca, N.Y.: Cornell University Press, 1954. 295 p.  
Deals with juxtaposition of old and new in present-day Arabian peninsula. Tells of trade by dhows in Kuwait, pp. 156-157; markets on the Trucial coast, p. 175; and markets in Aden, p. 204.
- 300.0709 SEABROOK, W. B. *Adventures in Arabia*. New York: Harcourt Brace, 1927. 347 p.  
Along with many tales of travel within Arabia, there is a description of a traveling merchant and his wares on pages 107-108.

### 300.08 Syria

- 300.0801 FARIS, BASIM. "Internal Trade," in *Economic Organization of Syria*, SA'ID B. HIMADEH, ed. Beirut: The American Press, 1936. xi, 466 p.
- 300.0802 FOOD AND AGRICULTURAL ORGANIZATION OF THE UNITED NATIONS. *Observations on Grain Marketing in Syria with Special Reference to Storage, Transport and Pricing*, by J. C. ABBOTT. Rome, 1956. 11 p.  
A concise advisory paper with recommendations on the profitability of exporting hard wheat and importing soft, on the establishment of an official grading system for exports, price stabilization and reserve stock policies, and the improvement of storage and handling facilities.
- 300.0803 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Syria*. Baltimore: Johns Hopkins Press, 1955. xviii, 486 p.  
An excellent source for a basic understanding of the economy of the country. Special marketing references: domestic marketing, pp. 100-104; co-operatives, pp. 93-95, 348-350; transportation and communication, pp. 129-148.
- 300.0804 SWEET, LOUISE E. *Tel Toqaan: A Syrian Village*. Anthropological Papers, Museum of Anthropology, University of Michigan, No. 14. Ann Arbor, Mich.: University of Michigan, 1960. xiv, 280 p.  
A section entitled, "Commercial Distribution," pp. 145-147, gives a description of how trade takes place. Scattered throughout are short discussions, or implications, of the marketing of particular items.
- 300.0805 ZIADEH, NICOLA A. *Urban Life in Syria*. Beirut: American Press, 1953. xxvi, 299 p.  
The various methods used in selling are discussed, pp. 141-144. There are other references to phases of marketing throughout the book.

### 300.09 Turkey

- 300.0901 CHAPMAN, ALBERT S. "The Functional Pattern of Freight Traffic in Turkey," Unpublished doctoral dissertation, Northwestern University, 1954.
- 300.0902 EKREM, SELMA. *Turkey, Old and New*. New York: Scribner's, 1947. 186 p.  
Comparisons in Turkey of the old and new, existing often side by side. Open air markets and small shops are discussed, p. 4; the market place of a small village, pp. 16-20; shopping in the older parts of Istanbul, pp. 130-

- 131, 136-137; street vendors, pp. 148-150; open air bazaars, pp. 151-152; gypsies and vendors, pp. 152-153; and other markets, pp. 153-158.
- 300.0903 ELDEM, VIDAT. "Turkey's Transportation," *Middle Eastern Affairs*, Vol. 4 (October 1953), 324-336.  
A thorough tabulation of Turkey's transportation systems up to 1953.
- 300.0904 HELBURN, NICHOLAS. "A Stereotype of Agriculture in Semiarid Turkey," *Geographical Review*, Vol. 45 (July 1955), 375-384.  
The marketing of such surplus grain, butter, cheese, yogurt, and grape molasses as the village farmers may have is discussed on page 381.
- 300.0905 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economy of Turkey*. Baltimore: Johns Hopkins Press, 1951. xxv, 276 p.  
A complete survey of the economic conditions in Turkey at that time. The marketing and storage of agricultural products are discussed on pages 81-91.
- 300.0906 KOLARS, JOHN F. *Traditional Season and Change in a Turkish Village*. Chicago: University of Chicago Press, 1963. xv, 205 p.  
Study of the agricultural systems as a background for making a comparison of two villages, one a well-advanced one and one that is less well developed. A section on external village connections includes a discussion of marketing, pages 113-116.
- 300.0907 LEWIS, G. L. *Turkey*. London: Ernest Benn, 1955. 222 p.  
Scattered references to transportation, domestic trade, and government control of distribution of goods.
- 300.0908 MAKAL, MAHMUT. *A Village in Anatolia*. Translated from the Turkish by WYNDHAM DEEDES and edited by PAUL STERLING. London: Valentine, Mitchell and Co., 1954. xvi, 190 p.  
The complete story of life in a village as told by a young man who had lived there all of his life. Includes such topics as food, storage, the mill, cooperatives, etc.
- 300.0909 MEARS, ELIOT GRINNELL. *Modern Turkey*. New York: Macmillan Co., 1924. xvi, 779 p.  
Includes chapters on foreign and domestic commerce, some of which were written by men with special knowledge in the field. Covers every aspect of commercial life in Turkey and the Middle East. Extensive bibliography.
- 300.0910 NICHOLLS, W. H. "Domestic Trade in an Underdeveloped Country, Turkey," *Journal of Political Economy*, Vol. 59 (December 1951), 463-480.  
A survey of Turkish domestic commerce and distribution from which a number of general conclusions are drawn which may be applicable to other countries at a similar stage of economic development.
- 300.0911 OLUÇ, MEHMET, with NEYZI, NEZHI; GÖNENSOY, EMRE; and ENRIGHT, ERNEST J. "Wholesaling in Turkey," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed., 60-91. Homewood, Ill.: Richard D. Irwin, 1963. xii, 317 p.
- 300.0912 SAMLI, A. COSKUN. "Wholesaling in an Economy of Scarcity: Turkey," *Journal of Marketing*, Vol. 28 (July 1964), 55-58.  
Contrasts functions of wholesaling in Turkey in an economy of scarcity with the United States in an economy of abundance.
- 300.0913 STERLING, PAUL. *Turkish Village*. London: Weidenfeld and Nicolson, 1965. xiii, 316 p.



A complete story of all phases of village life. Chapter 5, "The Village Economy," pp. 44-82, includes discussion of retail trade, village enterprises, and marketing.

*See also* SHOTWELL, JAMES T. (Yugoslavia)

## 400. AFRICA

- 400.0001 BENEVISTE, GUY, and MORAN, WILLIAM E., JR. *African Development: A Test for International Cooperation*. Menlo Park, Calif: International Industrial Development Center, Stanford Research Institute, 1960. 170 p.
- 400.0002 BLAIR, T.L.V. *Africa: A Market Profile*. London, Eng.: Business Publications, Ltd., 1965. xi, 260 p.  
This work has been described as a "bridge between the world of business and African society. It is a guide to understanding the ways of life of the emergent African which profoundly influences sales, marketing, and media advertising." Discusses channels of distribution, trading, etc.
- 400.0003 BLANCHET, ANDRE. "Dark Africa at Stake," *Western World*, Vol. 2 (August 1959), 13-17.  
A survey of Africa's problems and some suggestions for solving them.
- 400.0004 BOHANNAN, PAUL. *Africa and Africans*. Garden City, N. Y.: The Natural History Press, 1964. xiii, 260 p.  
An attempt to put African culture into modern perspective in an excellent survey. Markets are discussed, pp. 206-221.
- 400.0005 - - - - - . "The Impact of Money on an African Subsistence Economy," *Journal of Economic History*, Vol. 19 (1959), 491-503.
- 400.0006 BOHANNAN, PAUL, and DALTON, GEORGE, eds. *Markets in Africa*. Northwestern University African Studies, No. 9. Evanston, Ill.: Northwestern University Press, 1962. xxiv, 762 p.  
A compilation of 28 studies, each showing the marketing customs and practices of a native group in Africa. The Introduction by the editors, pp. 1-28, gives an excellent summary and evaluation of the studies.
- 400.0007 CARTER, GWENDOLYN M., and BROWN, WILLIAM O., eds. *Transition in Africa: Studies in Political Adaptation*. Boston: Boston University Press, 1958. 158 p.

Although primarily a study of political change, this book helps to give background material necessary for understanding Africa today.

- 400.0008 "The Changing African Markets," *International Trade Review*, July 1959, 11-13.

A progress report on economic and industrial progress in Africa south of the Sahara. The effects of this progress on European and U. S. traders is also discussed.

- 400.0009 DALTON, GEORGE. "Traditional Production in Primitive African Economies," *Quarterly Journal of Economics*, Vol. 76 (August 1962). 360-378.

- 400.0010 DE GRAFT-JOHNSON, J. C. *An Introduction to the African Economy*. Bombay: Asia Publishing House, 1959. 115 p.

In the presentation of an over-all picture of the economy, some consideration of distribution is found.

- 400.0011 GOULD, PETER R. *Africa: Continent of Change*. Belmont, Calif.: Wadsworth Publishing Co., 1961. x, 256 p.

Part II is devoted to a discussion of economic changes within the continent.

- 400.0012 HANCE, WILLIAM A. *African Economic Development*. New York: Harper, for the Council of Foreign Relations, 1958. x, 307 p.

A series of studies whose common theme is economic development in Africa south of the Sahara. These studies include cases in agricultural and industrial development, an analysis of transportation problems in tropical Africa, and papers connected with individual African areas such as Liberia, Central Africa, and Madagascar.

- 400.0013 - - - - - . *The Geography of Modern Africa*. New York: Columbia University Press, 1964. 653 p.

A thorough economic and geographic presentation and evaluation of the African continent. Focuses on two main areas: the present state of development and the potentialities for development in the future.

- 400.0014 HANCOCK, WILLIAM K. *Survey of British Commonwealth Affairs*, Vol. 2: *Problems of Economic Policy, 1918-1939, Part 2*. London: Royal Institute of International Affairs, 1942. 366 p.

The volume constituting Part 2 is concerned with "Evolution of the Settlers' Frontier, Southern Africa," and the "Evolution of the Traders' Frontier, West Africa."

- 400.0015 HAUSMAN, WARREN H., ed. *Managing Economic Development in Africa*. Cambridge, Mass.: Massachusetts Institute of Technology Press, 1963. 253 p.

Experiences, ideas, and conclusions of 14 Americans who worked with African nations on economic development problems—the M.I.T. Fellows in Africa Program. Expert commentary from distinguished officials working on African development is included.

- 400.0016 HEMPSTONE, SMITH. *Africa, Angry Young Giant*. New York: Praeger, 1961. 664 p.

Deals with past history, political developments, ethnic origins, education, resources, and economic development of the continent south of the Sahara. References to local marketing customs are to be found throughout the volume.

- 400.0017 HERSKOVITS, MELVILLE J., and HARWITZ, MITCHELL. *Economic Transition in Africa*. Northwestern University African Studies,

No. 12. Evanston, Illinois: Northwestern University Press, 1963. xviii, 444 p.  
The indigenous patterns of African economy, induced economic phenomena, the changing economic scene, problems of economic growth, and some suggestions for future research are all discussed in these papers. Marketing, as one of the elements of the economy, is included in many discussions. Excellent bibliography.

400.0018 HOFF, RHODA. *Africa, Adventures in Eyewitness History*. New York: Henry Z. Walck, Inc., 1963. xv, 174 p.

By using excerpts from contemporary sources, a vivid picture of Africa's development through the centuries has been presented. Some passages which include material of interest to marketers are pp. 3-4, 9-10, 16-19, 57-60, 85-86, and 103-107.

400.0019 INTERNATIONAL LABOUR OFFICE. *African Labour Survey*. Studies and Reports, New Series, No. 48. Geneva, Switzerland: I.L.O., 1958.

Facts and figures of importance in the total picture of Africa's economy.

400.0020 JONES, WILLIAM O. "Economic Man in Africa," *Food Research Institute Studies*, Vol. I (May 1960), 107-134.

400.0021 KANE, ROBERT S. *Africa A to Z*. Garden City, N. Y.: Doubleday, 1961. 408 p.

This volume gives, for each African country or area, a list of locally produced items and where to buy them. Has also some mention of local markets.

400.0022 KIMBLE, GEORGE H. T. *Tropical Africa*. New York: Twentieth Century Fund, 1960. 2 vols.

Vol. 1 (Land and Livelihood) includes a chapter entitled "Merchandise, Marts, and Marketing," pp. 495-569. Although primarily on external trade, there is a good analysis of internal trade. The consumers, both African and others, are described as is the merchandise handled. The section on distribution systems, with its descriptions of the market, the village store, the farm store, the town store, and the consumer society, is particularly good. References to marketing throughout Vol. 2 (Society and Policy).

400.0023 LEUBUSCHER, CHARLOTTE. "Marketing Schemes for Native-Grown Produce in African Territories," *Africa*, Vol. 12 (April 1939), 163-187.

Marketing schemes in Nigeria, Ghana, Uganda, and Tanzania are outlined and discussed.

400.0024 LEWIS, WILLIAM H., ed. *Emerging Africa*. Washington, D. C.: Public Affairs Press, 1963. vii, 138 p.

Survey of trade, both local and foreign, pp. 61-62; inter-African trade, regional markets, pp. 65, 68-70.

400.0025 LOMAX, K. S. "Colonial Demand for Cotton Goods," *Yorkshire Bulletin of Economic and Social Research*, Vol. 4 (January 1952), 67-74. An attempt to estimate price and income elasticities of demand in Kenya and Uganda, Nigeria, and Ghana from time-series for 1928 to 1938.

400.0026 MARCUS, EDWARD. "Selling the Tropical African Market," *Journal of Marketing*, Vol. 25 (July 1961), 25-31.

Although primarily concerned with opportunities for American exporters, there is a description of trade channels for internal commerce.

- 400.0027 MEYER, F. V. "Bulk Purchases," *Economica*, New Series, Vol. 15 (February 1948), 51-60.  
A discussion of the effects of bulk-purchasing arrangements on the terms of trade and the structure of the world's economy. Part of the article is concerned with trade relations between the United Kingdom and the colonies.
- 400.0028 MURDOCK, GEORGE PETER. *Africa: Its People and Their Culture History*. New York: McGraw-Hill, 1959. xii, 456 p.  
A study of the people of Africa, including the cultures of the various native groups. Customs, exchange, and trade are included.
- 400.0029 READ, MARGARET. *Native Standards of Living and African Cultural Change*. London: Oxford University Press, for the International Institute of African Languages and Cultures, 1938. 56 p.  
Contains a chapter on marketing.
- 400.0030 ROBINSON, E. A. G., ed. *Economic Development for Africa South of the Sahara*. Proceedings of a Conference held by International Economic Association. New York: St. Martin's Press, 1964. xvi, 744 p.  
Series of papers presented at a meeting held in Addis Ababa, which was attended by academic economists from many parts of Africa. Discussions were held on problems confronting each area. Economic problems of all types were included.
- 400.0031 ROBINSON, HARRY J. "An Economist's Safari in Africa," *Stanford Research Institute Journal*, Vol. 3 (First quarter 1959), 25-34.  
A staff economist surveys changing Africa and gives some idea of future investments there.
- 400.0032 SOUSTELLE, JACQUES. "The Wealth of the Sahara," *Foreign Affairs*, Vol. 37 (July 1959), 626-636.  
The physical resources of the Sahara and the problems in best utilizing them are discussed by a former governor-general of Algeria.
- 400.0033 STAMP, LAURENCE DUDLEY. *Africa, A Study in Tropical Development*. New York: John Wiley, 1953. vii, 568 p.  
Important data concerning production and trade of each region are presented.
- 400.0034 STRICKLAND, CLAUDE F. *Co-operation for Africa*. London: Oxford University Press, 1933. xiii, 158 p.  
An examination of the practicability of cooperative institutions for Africans.
- 400.0035 "Unilever's Africa," *Fortune*, Vol. 37 (January 1948), 57-64, 132-142.  
One of a series of three articles about Unilever, this deals with their trading company activities. Although Unilever has a group of stores and markets, they serve as the source of supplies to many wholesalers and retailers who are not controlled by it.
- 400.0036 UNITED NATIONS. *Structure and Growth of Selected African Economies*. New York: United Nations, 1958.  
Gives a background for understanding marketing practices in some of the countries.
- 400.0037 WILSON, CHARLES. *The History of Unilever. A Study of Economic Growth and Social Change*. London: Cassell and Co., 1954. 450 p.  
Includes an excellent bibliography, pp. 430-450.

- 400.0038 WOYTINSKY, W. S., and WOYTINSKY, E. S. *World Commerce and Government: Trends and Outlooks*. New York: The Twentieth Century Fund, 1955. iii, 907 p.  
Background material for understanding African economic position.  
*See also* DOUGLAS, G. W. (Asia)

#### 401. NORTH AFRICA

- 401.0001 BRIGGS, L. CABOT. "The Living Races of the Sahara Desert," *Papers of the Peabody Museum of Archaeology and Ethnology*, Vol. 28, No. 2, 1958. Cambridge, Mass.: Harvard University.  
Discusses the function of the desert oases as market places for merchants to meet and trade as their routes cross.
- 401.0002 CHURCH, RONALD J. HARRISON. "Trans-Saharan Railway Projects: A Study of Their History and of Their Geography," in *London Essay in Geography*, by LAURENCE DUDLEY STAMP. Rodwell Jones Memorial Volume, Published for the London School of Economic and Political Science, University of London. Cambridge, Mass.: Harvard University Press, 1951. 351 p.  
Good geographical background for understanding the problems of the area.
- 401.0003 GAUTIER, E. F. "Nomad and Sedentary Folks of North Africa," *Geographical Review*, Vol. 11 (January, 1921), 3-15.  
Description of oases as towns, including market places, and of economic relations with nomads.
- 401.0004 LE TOURNEAU, ROGER. "Social Change in Muslim Cities of North Africa," *American Journal of Sociology*, Vol. 60 (May 1955), 527-535.  
Economic activities within these cities and changes in them.
- 401.0005 LOFT, GENIVERA. "The Caravan Trade of the Sahara," *Journal of Geography*, Vol. 15 (March 1917), 221-226.  
Facts about caravan routes, their locations, nature of the caravans that traversed these routes, perils, their leaders, and the nature of their commerce.
- 401.0006 THOMAS, BENJAMIN E. "Trade Routes of Algeria and the Sahara," *University of California Publications in Geography*, Vol. 8 (December 12, 1957), 165-288.  
*See also* COON, CARLETON (Iran); HALPERN, MANFRED (Middle East); SOUSTELLE, JACQUES (Africa)

#### 401.01 Ethiopia

- 401.0101 BROOKE, CLARKE. "The Rural Village in the Ethiopian Highlands," *Geographical Review*, Vol. 49 (January 1959), 58-75.  
The role of the rural village in barter and trade and as a market center for smaller nearby settlements.
- 401.0102 BUXTON, DAVID. *Travels in Ethiopia*. London: Lindsay Drummond, 1949. 200 p.  
He describes the varieties of people in the Saturday market in Addis Ababa; tells of the Monday markets at Bati, a typical border-zone market between the plateau and the desert people; and of markets in the Tigre, the center of the salt trade, and others.

- 401.0103 HUNTINGFORD, G. W. B. "The Galla of Ethiopia: The Kingdom of Kafa and Janjero," *International African Institute Ethnographic Survey of Africa: North-Eastern Africa*, Part 2. London, 1955.  
Includes discussions of social organization, village crafts, settlement patterns.
- 401.0104 KLUCKHOHN, RICHARD. "The Konso Economy of Southern Ethiopia," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 402-428. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.  
Descriptions of all phases of marketing practices within this group.
- 401.0105 LIPSKY, GEORGE A. *Ethiopia: Its People, Its Society, Its Culture*. New Haven, Conn.: Human Relations Area Files Press, 1962. 376 p.  
One of a series of socio-economic studies of people throughout the world. Gives an excellent background for understanding the people and their problems. Domestic trade is covered on pp. 239, 247, 282, and 299-303.
- 401.0106 MESSING, SIMON D. "The Abyssinian Market Town," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 386-408. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.
- 401.0107 SIMOONS, FREDERICK J. *Northwest Ethiopia. Peoples and Economy*. Madison, Wis.: University of Wisconsin Press, 1960. xvii, 250 p.  
Thorough discussion of life and people in northwest Ethiopia. Chapter II, "Markets and Trading," discusses trade in the past, present-day markets, characteristics of markets, products in an important regional market, trade in the back country, trade routes and practices, and motor and air transport, pp. 192-209.
- 401.0108 TALBOT, D. A. *Contemporary Ethiopia*. New York: Philosophical Library, 1952. 267 p.  
An over-all view of the country. Chapter on commerce and industry shows the changes that have occurred in the past two generations.
- 401.0109 ULLENDORF, EDWARD. *The Ethiopians*. New York: Oxford University Press, 1960. 232 p.  
An introduction to the land and its people.

## **401.02 Libya**

- 401.0201 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of Libya on Date Processing and Packing*, by V. H. DOWSON. Extended Technical Assistance Program Report, No. 491. Rome, 1956.
- 401.0202 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Libya*. Baltimore: Johns Hopkins Press, 1960. xvii, 524 p.  
General discussion of economic problems of the country are discussed. Agricultural marketing, pp. 78, 135-140, 145; cooperatives, 200-201, 204-205.
- 401.0203 TRIPOLITANIA. NAZARA OF AGRICULTURE. *Monthly Bulletin of Agriculture Statistics*, Vol. 1, June 1956—to date. Tripoli: Administration of Tripolitania.  
Publishes statistics on crops, sales, and prices in local markets, etc.
- 401.0204 UNITED NATIONS. Department of Economic Affairs, World Economic Reports. *A General Economic Appraisal of Libya*. New York: Columbia University Press, 1952.  
Part II includes discussions of production, finance, trade, and wages.

### 401.03 Mali

- 401.0301 MINER, HORACE. *The Primitive City of Timbuctoo*. Rev. ed. Garden City, N. Y.: Doubleday, 1965. xxxii, 334 p.  
Descriptions of the market in Timbuctoo, of the methods of trading there, and of the development of the city as a trading center from the early times to the present.
- 401.0302 SKINNER, ELLIOTT P. "Trade and Markets Among the Mossi People," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 237-278. Evanston: Northwestern University Press, 1962. xiv, 762 p.
- 401.0303 WHITTLESEY, DERWENT. "Dakar and the Other Cape Verde Settlements," *Geographical Review*, Vol. 31 (October 1941), 609-638. Markets for Europeans and for Africans living in this town, p. 633; other retail establishments there, p. 634. Pictures of public markets, p. 617.

### 401.04 Mauritania

- 401.0401 *The Islamic Republic of Mauritania*. New York: Press and Information Division of the French Embassy. 24 p.  
A factual book telling a little of this new republic. Economic development is discussed briefly on pp. 12-24, with some discussion of trade there.

### 401.05 Morocco

- 401.0501 FOGG, WALTER, "Changes in the Lay-Out, Characteristics, and Functions of a Moroccan Tribal Market, Consequent on European Control," *Man*, Vol. 41, 104-108.
- 401.0502 ————. "The Economic Revolution in the Countryside of French Morocco," *Journal of the Royal African Society*, Vol. 35 (1936), 123-126.  
Includes discussions of *suqs* and marketing.
- 401.0503 ————. "The Organization of a Moroccan Tribal Market," *American Anthropologist*, Vol. 44, New Series (1942), 47-61.
- 401.0504 ————. "The Suq: A Study in the Human Geography of Morocco," *Geography*, Vol. 17 (1932), 257-267.  
People as they appeared in the markets, or *suqs*, of Morocco.
- 401.0505 ————. "Villages and Suqs in High Atlas Mountains of Morocco," *Scottish Geographic Magazine*, Vol. 51 (1935), 144-151.
- 401.0506 ————. "Villages, Tribal Markets, and Towns: Some Considerations Concerning Urban Development in the Spanish and International Zones of Morocco," *Sociological Review*, Vol. 32 (1940), 85-107.  
Another study of the Moroccan market as the source of information concerning the people and their lives.
- 401.0507 GIDAL, SONIA, and GIDAL, TIM. *My Village in Morocco*. New York: Pantheon Books 1964. 75 p.  
Although written primarily for younger readers, there is an excellent description of the preparation of the pottery, the trip to the market, and the activities of the "souk", or market, as the pottery is sold there, pp. 5-57.



- 401.0508 HART, D. M. "An Ethnographic Survey of the Riffian Tribe of Aith Wuryaghil," *Tamuda: Revue de Investigaciones Marroguies*, Vol. 2 (1954), 51-86.  
Information on the markets in the Rif.
- 401.0509 MEAKIN, BUDGETT. *The Moors: A Comprehensive Description*. New York: Macmillan, 1902. xxii, 503 p.  
Descriptions of the *suqs*, Moroccan markets, p. 172. A good description of the Moors at the turn of the century for comparison with more modern studies of them.
- 401.0510 MIKESELL, MARVIN W. "The Role of Tribal Markets in Morocco," *Geographical Review*, Vol. 48 (October 1958), 494-511.  
Well-illustrated, including layouts of tribal markets, this article gives a more up-to-date understanding of the markets than do many of the studies which have been made of them.
- 401.0511 "Seasonal Changes at a Moroccan Tribal Market," *Geography*, Vol. 25 (1940), 135-139.
- 401.0512 STEWART, CHARLES F. *The Economy of Morocco, 1912-1962*. Harvard Middle East Monographs, No. 12. Cambridge, Mass.: Harvard University Press, 1965. 234 p.  
Survey of the development of various aspects of the economy, including trade.
- 401.0513 "Tribal Markets of Spanish Morocco," *Geographical Review*, Vol. 33 (January 1943), 153-154.  
Includes excerpts from contemporary books or articles.

#### **401.06 Niger**

- 401.0601 DUPIRE, MARGUERITE. "Trade and Markets in the Economy of the Nomadic Fulani of Niger (Bororo)," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 335-362. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.
- 401.0602 ENGLEBERT, VICTOR "I Joined A Sahara Salt Caravan," *National Geographic*, Vol. 128 (November 1965), 694-711.  
Life with a present-day salt caravan, largely in Niger.
- 401.0603 *The Republic of the Niger*. New York: Press and Information Division of the French Embassy, 1960. 32p.  
A discussion of the economy of this new republic, pp. 18-32.

#### **401.07 Somalia**

- 401.0701 KARP, MARK. *The Economics of Trusteeship in Somalia*. Boston: Boston University Press, 1960. x, 185 p.  
Gives background information for an understanding of this country and its economic status.
- 401.0702 LAURENCE, MARGARET. *New Wind in a Dry Land*. New York: Knopf, 1964. xv, 295 p.  
The reactions of an American woman to life in Somalia today, including her shopping experiences and incidents in the markets, pp. 30, 50, 122-123.
- 401.0703 LEWIS, I. M. "Trade and Markets in Northern Somaliland," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 365-385. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

## **401.08 Sudan**

- 401.0801 BARBOUR, KENNETH M. *The Republic of the Sudan*. London: University of London Press, 1961. 292 p.  
A study of all aspects of this country including its economics.
- 401.0802 BARCLAY, HAROLD B. *Burri al Lanaab: A Suburban Village in the Sudan*. Ithaca, N. Y.: Cornell University Press, 1964. 296 p.  
An anthropologist's report on a small Arab community and its inhabitants, economy, religion, social and political system, and kinship groupings.
- 401.0803 EVANS-PRITCHARD, E. E. "Economic Life of the Nuer: Cattle," *Sudan Notes and Records*, Vol. 20 (1937), 209-245; Vol. 21, (1938), 31-78.  
The importance of cattle in the life of these African tribesmen.
- 401.0804 \_\_\_\_\_. *The Nuer*. Oxford, Eng.: At the Clarendon Press, 1940. vii, 271 p.  
References to trading customs of these tribal people, p. 92. Other references throughout of interest to marketers.
- 401.0805 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of Sudan on Date Growing, Packing, Processing and Marketing Problems*, by F. H. WINTER. Extended Technical Assistance Program, Report No. 440. Rome, 1956.
- 401.0806 HANCE, WILLIAM A. "The Gezira: An Example in Development," *Geographical Review*. Vol. 44 (April 1954), 253-270.  
Processing and marketing of cotton.
- 401.0807 MOORHEAD, ALAN. *The Blue Nile*. New York: Dell Publishing Co., 1963. 318 p.  
A long and detailed description of the Shendy Market is given on pp. 162-171.

## **401.09 Tunisia**

- 401.0901 ASHTON, HORACE D. "Cavemen of the Tunisian Desert," *Asia*, Vol. 24 (December 1924), 981-987.  
Describes the life, occupations, communal organization, etc., of the "Climbing Troglodytes" of southern Tunisia, including their exchange of goods.

## **401.10 United Arab Republic**

- 401.1001 AMMAN, HAMED. *Growing Up in an Egyptian Village*. London: Routledge and Kegan Paul, 1954. 316 p.  
Study of Silva, a town of 3500 people in upper Egypt in the province of Aswan, including discussion of the means of earning a livelihood there.
- 401.1002 ARMSTRONG, D. S. "Egypt, One of Few Middle East Countries with Some Ad Know-how," *Export Trade*, (June 12, 1961), 12,13,22.  
Advanced position of Egypt in the field of advertising, where direct mail lists are available, market research can be carried out, and trade fairs attract national and international interest.
- 401.1003 BOGARDUS, EMORY S. "Social Changes in Egypt," *Sociology and Social Research*, Vol. 39 (May-June 1955), 328-333.  
Establishment of cooperatives in Egypt, pp. 330-331.
- 401.1004 BOYD, HARPER W., and EL SHERBINI, ABDEL AZIZ.  
"Wholesaling in Egypt." in *Comparative Marketing: Wholesaling in Fifteen*

*Countries*, ROBERT BARTELS, ed., 92-106. Homewood, Ill.: Richard D. Irwin, 1963. xii, 317 p.

- 401.1005 BOYD, HARPER W.; EL SHERBINI, ABDEL AZIZ; and SHERIF, AHMED FOUAD. "Channels of Distribution for Consumer Goods in Egypt," *Journal of Marketing*, Vol. 25 (October 1961), 26-35. Describes and evaluates the channels of distribution for consumer goods in Egypt, which are especially important in a developing country because manufacturers typically delegate their marketing activities to them.
- 401.1006 EL SAATY, HASSAN and HIRABOYASHI, GORDON H. *Industrialization in Alexandria. Some Ecological and Social Aspects*. Cairo: Social Service Center, American University at Cairo, 1959. 197 p.  
The story of the regeneration of Alexandria from a seaport hamlet to a commercial center in the past century.
- 401.1007 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report of Egypt on Agricultural Marketing*, by S. C. Hudson. Extended Technical Assistance Program Report, No. 548. Rome, 1956. 30 p.  
Surveys marketing facilities and practices; recommends marketing control legislation, better coordination of government agencies interested in marketing, and organization of government marketing services; outlines measures to expand outlets for agricultural products.
- 401.1008 HAMIDAN, G. "The Growth and Function of Khartoum," *Geographical Review*, Vol. 50 (January 1960), 21-40.  
The markets of Khartoum—"The Core"—are discussed and the relations between the European and the Arabian markets are also considered.
- 401.1009 ISSAWI, CHARLES. *Egypt in Revolution: An Economic Analysis*. New York: Oxford University Press, 1963. xvi, 343 p.  
An analysis of the mutual relationship between the economic and the social systems in modern Egypt. A good background for understanding the economic structure of the country.
- 401.1010 LITTLE, TOM. *Egypt*. New York: Praeger, 1958. 334 p.  
An all around study of Egypt in the modern world. Distinct references to marketing are on pp. 29, 34, 49-51, 96, 319-321.  
*See also* PARIS, O. (Middle East).

## 402. WEST AFRICA

- 402.0001 ADY, P. "Bulk Purchasing and the Colonial Producer," *Bulletin of the Oxford University Institute of Statistics*, Vol. 9 (October 1947), 321-340.  
A review of cocoa control and marketing in British West Africa during and since the war.
- 402.0002 AUGER, HUGH A. "West Africa," *The International Advertiser*, February, 1962, 5-9.  
Discusses lack of an established distribution system in West Africa. Emphasis on Nigeria, with comments on retailing and merchandising there.
- 402.0003 ————. *West African Marketing Vade Mecum*. London: The Institute of Practitioners in Advertising, 1964. 48 p.  
Discusses West Africa today from an advertiser's point of view, the media of West Africa, and then considers each country separately, giving such data as are important to the advertiser about each.

- 402.0004 BAUER, PETER T. *West African Trade: A Study of Competition, Oligopoly and Monopoly in a Changing Economy*. London: Routledge and Kegan Paul, 1963. xix, 450 p.  
A study analyzing the marketing of agricultural produce in former British West Africa in detail. It embodies previous studies on West African trade, but places them in a much wider analytical and factual setting. One of most complete up-to-date books on the area.
- 402.0005 BAUER, PETER T., and YAMEY, B. S. "Economic Progress and Occupational Distribution," *Economic Journal*, Vol. 61 (December 1951), 741-755.  
A critical examination of the postulated association, due to Clark and Fisher, between economic progress and an increase in the numbers engaged in "tertiary" activity. The argument is based on factual material on trade in British West Africa.
- 402.0006 BLOOMFIELD, W. L. "The West African Farmer and World Markets," *Journal of the Royal Society of Arts*, Vol. 98 (December 2, 1949), 35-54.  
A description of the origin and objects of the West African Marketing Boards.
- 402.0007 CHRISTENSEN, JAMES B. "Marketing and Exchange in a West African Tribe," *Southwestern Journal of Anthropology*, Vol. 17 (Summer 1961), 124-139.
- 402.0008 CHURCH, R. J. HARRISON. *West Africa: A Study of the Environment and of Man's Use of It*. 3rd ed. New York: Wiley, 1961. xxvii, 547 p.  
Part II, "Resources and Their Development," telling of agriculture, live-stock, fisheries, minerals and power, transportation, etc., is of special interest to marketers.
- 402.0009 DE GRAFT-JOHNSON, JOHN C. *African Experiment*. London: Watts, 1959. 198 p.  
An examination of farming, marketing, and agricultural credit cooperatives in British West Africa.
- 402.0010 GREAT BRITAIN, COLONIAL OFFICE. *A Review of Colonial Marketing Organizations and Related Bodies*. London, 1952. 59 p.  
A list of the numerous statutory authorities that were engaged in the marketing of colonial products. A summary of the composition, purpose, and powers of each body is given.
- 402.0011 ----- . *Statement on Future Marketing of West African Cocoa*. [Papers by Command] Cmd. 6950. London: H. M. Stationery Office, 1946. 12 p.  
This paper sets out the proposals to establish marketing boards in Nigeria and the Gold Coast and reports on the operations of the war-time West African Produce Control Board.
- 402.0012 GREAT BRITAIN. COMMISSION ON MARKETING OF WEST AFRICAN COCOA. *Report*. [Papers by Command] Cmd. 5845. London: H. M. Stationery Office, 1938. vi, 221 p.  
Report of the Nowell Commission. It was one of the elements in the decision to establish the various marketing boards operating in West Africa.
- 402.0013 "The Marketing Boards and the Licensed Buying Agents," *Statistical and Economic Review*, September 1954, 1-4.

A description of the functions and remuneration of the firms acting as agents of the West African Marketing Boards.

- 402.0014 "Merchandise Trading in British West Africa," *Statistical and Economic Review*, March 1950, 1-36; September 1950, 1-40.  
The United Africa Company handled about one-third of the merchandise trade of British West Africa. The first of these two articles describes the evolution of merchandise trading in West Africa, and the second describes the Company's buying and distributing organization.
- 402.0015 NIVEN, CECIL R. *The Land and the People of West Africa*. New York: Macmillan, 1958. vii, 84 p.  
The Gambia, Sierra Leone, Ghana, and Nigeria lands and people are described in some detail. All of West Africa is touched upon.
- 402.0016 PANIKKAR, K. MADHU. *The Serpent and the Crescent. A History of the Negro Empires of West Africa*. Bombay: Asia Publishing House, 1963. 386 p.  
A book dealing with the story behind the formation of Negro empires in West Africa. Of special interest is Chapter 11, "The Economy," pp. 251-289.
- 402.0017 PEDLER, F. J. *Economic Geography of West Africa*. London: Longmans, Green, and Co., 1955. xii, 232 p.  
Chapter 12 deals with distribution, markets, middlemen, and the price pattern.
- 402.0018 ————. *West Africa*. New York: Praeger, 1951. vii, 208 p.  
Includes the country, its history, politics, poverty and wealth, including a section on trade which tells of products as they are distributed from their source to the consumer. Goes into retail trade, wholesale trade, government control, and aid in distribution of goods. Pp. 103-116 are on trade.
- 402.0019 ROBINSON, A. "The Marketing of West African Cocoa," *Economic Journal*, Vol. 49 (March 1939), 163-172.  
A review of the report of the Nowell Commission on establishment of marketing boards.
- 402.0020 "Some Financial Aspects of Trading in West Africa," *Statistical and Economic Review*, September 1949, 50-58.  
A survey of certain aspects of the finance of produce and merchandise trading, including the link between produce purchasers and merchandise sales.
- 402.0021 *Statistical and Economic Review*. London: United Africa Company, Ltd. (Semiannual 1948—to date).  
Contains valuable studies on marketing, especially of the assembling, financing, and distributing operations of the United Africa Company, the main trading enterprise in many African territories.
- 402.0022 THOMPSON, VIRGINIA M., and ADLOFF, RICHARD. *French West Africa*. Stanford, Calif: Stanford University Press [1957?] 626 p.  
Chapter 6 deals with trade, both internal and external. Other chapters, such as Chapter 3, "Transportation," and 4, "The Rural Economy," are helpful in understanding the bases for trade.
- 402.0023 "Transport Economics in West Africa," *Statistical and Economic Review*, September 1954, 5-38; March 1955, 1-34.  
The first article discusses the pattern and some of the economic problems of transport in West Africa and the second deals with the different rates

charged for different goods. See also "The Consumption and Distribution of Petroleum Products in West Africa," and "Mechanical Handling." *ibid.*, March 1955.

- 402.0024 "The West African Markets," *Foreign Trade*, Vol. 112 (August 29, 1959), 2-28.

A group of three articles: one on West Africa in general, one on Nigeria, and one on Ghana. Specific marketing techniques and problems are discussed as well as general characteristics of the area.

- 402.0025 WILLIAMS, D. M. "West African Marketing Boards," *African Affairs*, Vol. 52 (January 1943), 45-54.

A general, rather favorable, discussion of the Board's work.

## **402.01 Dahomey**

- 402.0101 HERSKOVITS, MELVILLE J., and HERSKOVITS, FRANCES S. *Dahomey, An Ancient West African Kingdom*. New York: J. J. Augustin, 1938. 2 vols., 373, 376 p.

A definitive study of this country. Points out that there are limitations in Dahomey to freely competitive price. Discussions of marketing are found in Vol. I, pp. 51 ff.

- 402.0102 MURDOCK, GEORGE PETER. *Our Primitive Contemporaries*. New York: Macmillan, 1934. xxii, 614 p.

Distribution of goods and buying habits of the Dahomeans of West Africa are discussed, pp. 556-563.

- 402.0103 TARDITS, CLAUDINE, and TARDITS, CLAUDE. "Traditional Market Economy in South Dahomey," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 89-102. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

## **402.02 Gambia**

- 402.0201 AMES, DAVID. "The Rural Wolof of the Gambia," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 29-60. Evanston, Ill.: Northwestern University Press, 1962. xxiv, 762 p.

Discusses the marketing practices of these contemporary peoples of Africa.

- 402.0202 "Trading in the Gambia," *Statistical and Economic Review*, March 1953, 1-50.

A general survey of all United Africa Company's activities in this one territory.

## **402.03 Ghana**

- 402.0301 ACQUAH, IONE. *Accra Survey: A Social Survey of the Capital of Ghana, formerly called the Gold Coast*. Undertaken for the West African Institute of Social and Economic Research, 1953-1956. London: University of London Press, 1958. 176 p.

Detailed discussion of all aspects of economic life within Accra.

- 402.0302 ADY, P.; FORTES, M.; and STEEL, R.W. "The Ashanti Survey, 1945-46: An Experiment in Social Research," *Geographical Journal*, Vol. 110 (1948), 149-180.

The role of economic factors of cocoa farms on the social and political structure of the Ashanti group in Ghana.

- 402.0303 BAUER, PETER T. "Concentration in Tropical Trade: Some Aspects and Implications of Oligopoly," *Economica*, New Series, Vol. 20 (November 1953), 302-321.  
This study is predominantly a statistical analysis for Ghana and Nigeria of the share of the market held by the larger firms in imports (including several agricultural products) and in the exporting of agricultural products.
- 402.0304 BECKETT, W. H. *Akokoaso: A Survey of a Gold Coast Village*. London: Lund, Humphreys and Co., 1944. 95 p.  
The purpose of the study was to complete a cross-section of the economy of the village, particularly in relation to its main industry, cocoa. This was considered a typical, model cocoa-village of 1200 people.
- 402.0305 BOATENG, E. A. *A Geography of Ghana*. Cambridge, England: Cambridge University Press, 1959. xvi, 205 p.  
Part II, "Human Response," is largely a discussion of the economic patterns of Ghana.
- 402.0306 BUSIA, K. A. *Report on a Social Survey of Sekondi-Takoradi*. London: Crown Agents, 1950. 160 p.  
This town is the head of the railway system, a leading commercial center, and was Ghana's chief port. The study includes material on the occupations of the people, occupational associations, and earnings.
- 402.0307 CARNEY, DAVID E. *Government and Economy in British West Africa. A Study of the Role of Public Agencies in the Economic Development of British West Africa in the Period 1947-1955*. New York: Bookman Associates, 1961. 207 p.  
Helpful in understanding the economy of Ghana today.
- 402.0308 FORTES, M. "Communal Fishing and Fishing Magic in the Northern Territories of the Gold Coast," *Journal of the Royal Anthropological Institute*, Vol. 67 (1937), 131-142.
- 402.0309 FORTES, M., and FORTES, S. L. "Food in the Domestic Economy of the Tallensi," *Africa*, Vol. 9 (1936), 237-276.  
Food as an article of barter and exchange.
- 402.0310 GOLD COAST (COLONY) COCOA MARKETING BOARD. *The Gold Coast Cocoa Marketing Board at Work*. Accra, Ghana: Printed by the Government Printer, 1956. 20 p.  
A descriptive account of the Board's activities over nine years.
- 402.0311 GOULD, PETER R. *The Development of the Transportation Pattern in Ghana*. Northwestern University Studies in Geography No. 5, 1960. Evanston, Ill: Northwestern University Press, 1960. x, 163 p.  
Internal trade in the country is discussed in connection with problems of transportation.
- 402.0312 HILL, POLLY. *Migrant Cocoa Farmers of South Ghana*. New York: Cambridge University Press, 1963. xv, 265 p.
- 402.0313 KIMBLE, GEORGE H. T. "Tropical Africa in Transition," *Geographical Review*, Vol. 42 (January 1952), 7-15.  
Comment and pictures on a market scene in Nsawam in connection with discussion of many changes taking place there.
- 402.0314 LYSTAD, ROBERT A. *The Ashanti, a Proud People*. New Brunswick, N. J.: Rutgers University Press, 1958. 212 p.  
Chapter 8, "Money Grows on Trees," considers all aspects of domestic economy of the 20th century Ashanti of central Ghana, pp. 131-153.

- 402.0315 MC CALL, DANIEL F. "The Koforidua Market," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 667-697. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.  
Another of the essays on the marketing practices of an African group.
- 402.0316 TAIT, DAVID. *The Konkomba of Northern Ghana*. New York: Oxford University Press, 1961. xviii, 255 p.  
The growing trade being carried on the Konkomba markets is discussed.
- 402.0317 "What Cocoa Means to the Economy of the Gold Coast," *Statistical and Economic Review*, September 1948, 1-28.  
An introductory section giving a general picture of the cocoa industry is followed by a survey of the place of cocoa in the Gold Coast economy, with a discussion of the marketing process.
- 402.0318 WOLFSON, FREDA. "A Price Agreement on the Gold Coast: The Krobo Oil Boycott, 1858-1866," *Economic History Review*, 2nd Series, Vol. 6 (August 1953), 68-77.  
The history of this event is outlined and compared with the Gold Coast cocoa hold-up of 1937-1938.  
*See also* "The West African Markets" (West Africa) LEUBUSCHER, CHARLOTTE (Africa)

#### **402.04 Ivory Coast**

- 402.0401 KOBLEN, A. J. F. "The Development of an Under-developed Territory," *Sociologus*, Vol. VIII (1958), 29-39.  
A case study of Bete of the Ivory Coast (formerly French West Africa) and of changes there in sociological and economic development.
- 402.0402 MEILLASSOUX, CLAUDE. "Social and Economic Factors Affecting Markets in Guro Land," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 279-298. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.  
An essay dealing with changes taking place in the marketing practices in this part of the Gold Coast land.

#### **402.05 Liberia**

- 402.0501 BROWN, GEORGE W. *The Economic History of Liberia*. Washington, D. C.: Associated Publishers, 1941. 366 p.  
Pages 92-95 are devoted to marketing.
- 402.0502 HANSON, EARL PARKER. "An Economic Survey of the Western Province of Liberia," *Geographical Review*, Vol. 37 (January 1947), 53-69.  
Interior transportation in western Liberia.
- 402.0503 SCHWAB, GEORGE. *The Tribes of the Liberian Hinterland*. Edited by GEORGE W. HARTLEY. Cambridge, Mass.: Peabody Museum of American Archaeology and Ethnology, Harvard University, 1947. 526 p.  
This study includes village organization, village life, social organization, trade, etc.
- 402.0504 SIBLEY, JAMES L., and WESTERMANN, D. *Liberia—Old and New*. A Study of Its Social and Economic Background with Possibilities of Development. New York: Doubleday, Doran, 1928. xvi, 313 p.  
Ethnological account of a Sudanese people, including development of polygamy into a form of capitalistic enterprise.



## 402.06 Nigeria

- 402.0601 BAKER, RAYMOND W. "Marketing in Nigeria," *Journal of Marketing*, Vol. 29 (July 1965), 40-48.  
Analysis and description of the marketing patterns found in Nigeria, with outlines of some of the changes that are taking place.
- 402.0602 BALDWIN, KENNETH D. S. *The Marketing of Cocoa in Western Nigeria*. London: Oxford University Press, 1954. 52 p.  
Describes the structure of the cocoa marketing trade in western Nigeria, giving special attention to middlemen. Includes chapters on the functions and numbers of buyers, sub-buyers, total intermediaries, and the remuneration of middlemen.
- 402.0603 BASCOM, WILLIAM. "Urbanization Among the Yoruba," *American Journal of Sociology*, Vol. 60 (March 1955), 446-453.  
Contains a description of trading within the Yoruba economy and its importance in urbanization.
- 402.0604 BAUER, PETER T., and YAMEY, B.S. "Competition and Prices: A Study of Groundnut Buying in Nigeria," *Economica*, New Series, Vol. 19 (February 1952) 31-43.  
Shows the relationships between the excess payment to growers over the legal minimum buying price and the number and social heterogeneity of competing buyers. Analysis of nine markets shows that excess payments tend to increase substantially as the number of buyers increases and that competition is the more intense the more socially heterogeneous the buyers.
- 402.0605 BOHANNAN, PAUL. "Some Principles of Exchange and Investment Among the Tiv," *American Anthropologist*, Vol. 57 (1955), 60-69.
- 402.0606 BOWER, P. A. *et al. Mining, Commerce and Finance in Nigeria*. Vol. II of *Economics of a Tropical Dependency*, edited by MARGERIE PERHAM. Published under the auspices of Nuffield College. London: Faber and Faber, 1948. 376 p.
- 402.0607 BUCHANNAN, K. M., and PUGH, J. C. *Land and People in Nigeria: The Human Geography of Nigeria and Its Environmental Background*. London: University of London Press, 1955. xii, 252 p.  
A study of Nigeria from a socio-economic point of view with many references to marketing. Good bibliography.
- 402.0608 CHARLAND, C. T. "Fast Growth of Nigerian Economy Sparks Interest in Advertising," *Export Trade*, September 18, 1961, 26-27.  
Discusses reasons for Nigeria's growth and main ways in which advertising is developing there.
- 402.0609 CROWDER, MICHAEL. *A Short History of Nigeria*. New York: Praeger, 1962. 307 p.  
Chapter 8, "Explorers and Missionaries," 118-133, tells of the development of internal and external trade by the missionaries and explorers who went into the interior; Chapter 9, "The Growth of Legitimate Trade," pp. 134-154, completes the discussion of the development of trade other than that of slaves.
- 402.0610 FORDE, CYRIL DARYLL. *The Ibo and Ibibo-speaking People of Southeast Nigeria*. International African Institute. Oxford, Eng.: Oxford University Press, 1950.  
An ethnological study which includes the economic behavior of the people.

- 402.0611 - - - - - . "Land and Labour in a Cross River Village, Southern Nigeria," *Geographical Journal*, Vol. 90 (1937), 24-51.  
Further discussion of primitive people and all phases of their lives.
- 402.0612 FORDE, CYRIL, and SCOTT, RICHENDA. *Native Economies of Nigeria*. Vol. I of *Economics of a Tropical Dependency*, edited by MARGERY PERHAM. Published under the auspices of Nuffield College. London: Faber and Faber, 1946. 312 p.  
Chapters on production, marketing, and marketing costs of various commodities.
- 402.0613 GALETTI, R., BALDWIN, K.D.S., and DINA, I. O. *Nigeria Cocoa Farmers, An Economic Survey of Yoruba Cocoa Farming Families*. Publ. on behalf of the Cocoa Marketing Board, Oxford University Press, London, 1956. xxxix, 744 p.  
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- 402.0614 GREAT BRITAIN. NIGERIAN LIVESTOCK COMMISSION. *Report*, by THOMAS SHAW and GILBERT COLVILLE. Colonial No. 266. London: H. M. Stationery Office, 1950. 175 p.  
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- 402.0615 GREEN, M. M. *Ibo Village Affairs*. New York: Praeger, 1964. xvii, 258 p.  
New edition of the 1947 book. Goes into entire life of a village, pointing out the active part that the market and market days play in the economic, social, and judicial affairs of the village. Specific marketing references are on pp. 12-13, 28-29, 37-42, 133, 134-136, 141-142, 151-152, 210-211, 232.
- 402.0616 HAWKINS, E. K. "African Road Transport in Nigeria," *West Africa*, November 19 and 26, December 3, 1955.
- 402.0617 HODDER, B. W. "The Yoruba Rural Market," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 103-117. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.
- 402.0618 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Nigeria*. Baltimore: Johns Hopkins Press, 1955. xxii, 686 p.  
An over-all survey of the economy of Nigeria. Specific references to marketing boards, pp. 85-89, 164-172; marketing, storage, and cooperatives, pp. 285-297.
- 402.0619 KRIGE, E. JENSEN, and KRIGE, J. P. *The Realm of the Rain-Queen. A Study of the Pattern of Lovedu Society*. New York: Oxford University Press, 1943. 336 p.  
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- 402.0620 MENIRU, G. UDEGBUNEN. *African-American Cooperation. A Study in Tropical Development*. Glen Gardner, N.J.: Libertarian Press, 1954. 120 p.  
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- 402.0621 NADEL, S. F. *A Black Byzantium. The Kingdom of Nupe in Nigeria*. New York: Oxford University Press, 1942. 424 p.  
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kingdom, one of the more advanced native societies in Africa. Marketing references are on pp. 257, 299, 257-304, and other scattered places.

- 402.0622 \_\_\_\_\_. "A Ritual currency in Nigeria—A Result of Culture Contact," *Africa*, Vol. 10 (1937), 488-491.
- 402.0623 NIGERIA. *Proceedings of a Conference Called to Consider the Report of the Nigerian Livestock Mission*. Lagos: Government Printer, 1953. 66 p. The conference considered the foregoing report and made many criticisms of the recommendations on marketing, particularly of the proposed changes in slaughtering policy.
- 402.0624 NIGERIA. COTTON MARKETING BOARD. *Annual Report, 1949/50-1953/54*. Lagos. Issued annually until the Board's activities were taken over by the Northern Regional Marketing Board.
- 402.0625 NIGERIA. OIL PALM PRODUCT MARKETING BOARD. *Annual Report, 1954/55?* Lagos, 1956. 55 p. Last of a series. The Board's activities taken over by the new regional boards and by the Nigerian Central Marketing Board.
- 402.0626 NORTHERN REGION OF NIGERIA. MARKETING BOARD. *Annual Report, 1955/56—to date*. Kano. The Board controls the marketing of groundnuts, cotton, benniseed, soya beans, cocoa, and oil palm products. The first report gives an account of the first year's operation and describes the Board's price policies, marketing arrangements (including licensing of new buyers), the year's trading activities and the allocation of its surplus funds.
- 402.0627 OTTENBERG, PHOEBE VESTAL. "The Changing Economic Position of Women Among the Afikpo Ibo," in *Continuity and Change in African Cultures*, edited by WILLIAM R. BASCOM and MELVILLE HERSKOVITS. Chicago: University of Chicago Press, 1959. vi, 308 p.
- 402.0628 OTTENBERG, SIMON, and OTTENBERG, PHOEBE. "Afikpo Markets: 1000-1960," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 119-169. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p. A study of a primitive African group's marketing practices through the past and today.
- 402.0629 "The Processing, Storage and Transport of Nigerian Palm Oil," *Statistical and Economic Review*, March 1954, 1-40. This article starts with the initial cutting down of palm fruit and traces the flow of oil through the successive stages of extraction, evacuation to port, cleaning, bulk storage, and shipping. Attention is given to the effect of price incentives on quality and of machinery on volume of output.
- 402.0630 "Produce Goes to Market," *Statistical and Economic Review*, March 1949, 1-37, "Nigeria: Groundnuts;" March 1951, 16-47, "Nigeria: Cotton;" September 1951, 27-48, "Nigeria: The Hides and Skins of Nigeria." Surveys of the United Africa Company's produce collecting and marketing activities in various commodities.
- 402.0631 SMITH, MICHAEL G. *The Economy of the Hausa Communities of Zaria*. Colonial Research Studies, No. 16. London: H. M. Stationery Office for the Colonial Office, 1955. 264 p. Chapter 7 A discusses marketing.

- 402.0632 \_\_\_\_\_. "Exchange and Marketing Among the Hausa," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 299-334. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.
- 402.0633 \_\_\_\_\_. "A Study of Hausa Domestic Economics in Northern Zaria," *Africa*, Vol. 22 (1952), 333-347.
- 402.0634 WESTERN REGION OF NIGERIA. MARKETING BOARD. *Annual Report, 1954/55—to date*. Ibadan.  
The first report, issued in 1956, covers the Board's activities for cocoa, oil palm produce and seed cotton.
- 402.0635 WESTERN REGION OF NIGERIA. PRODUCE INSPECTION SERVICE. *Annual Report, 1954/55—to date*. Ibadan.  
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- 402.0636 WHITTLESEY, DERWENT. "Kano, a Sudanese Metropolis," *Geographical Review*, Vol. 27 (April 1937), 177-199.  
A discussion of this Nigerian city with many references to marketing. Production of cotton and leather, pp. 181-182; the Central market of the 19th century, the biggest market in Africa, was located on the bank of the Jakara River there, with four types of traders, pp. 187-189. Twentieth century marketing is discussed on pp. 196-198.  
*See also* AUGER, HUGH A. (West Africa);  
BAUER, P. T. (Ghana); "The West African Markets," (West Africa).  
LEUBUSCHER, CHARLOTTE (Africa).

## 402.07 Senegal

- 402.0701 AMES, D. W. "The Economic Base of Wolof Polygyny," *South-western Journal of Anthropology*, Vol. 11 (1955), 391-403.
- 402.0702 \_\_\_\_\_. "The Use of a Transitional Cloth-Money Token Among the Wolof," *American Anthropologist*, Vol. 57 (1955).

## 402.08 Sierra Leone

- 402.0801 COX-GEORGE, N. A. *Finance and Development in West Africa: The Sierra Leone Experience*. London: Dennis Dobson, 1961. 333 p.  
A background study for understanding some of the current problems of Sierra Leone.
- 402.0802 DORJAHN, VERNON R. "African Traders in Central Sierra Leone," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 61-88. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.
- 402.0803 LEWIS, ROY. *Sierra Leone. A Modern Portrait*. London: Her Majesty's Stationery Office, 1954. ix, 263 p.  
Many scattered references to European, African, Syrian, and creole traders. Market in Freetown, pp. 14-16; trading in the inland town of Bonthe, pp. 100-101; international Sunday market of Koindu, p. 111.

- 402.0804 SIERRA LEONE. DEPARTMENT OF CO-OPERATIVES. *Report*. Freetown: Government Printing Dept. (Annual). Considers marketing societies and consumer societies.

### 403. CENTRAL AND EAST AFRICA

- 403.0001 AFRICA BUREAU. *Reflections on the Report of the Royal Commission on East Africa*. London, 1956. 46 p.  
Includes chapters on marketing and distribution.
- 403.0002 CARSON, DAVID. "Wholesaling in Tropical Africa," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed., 180-204. Homewood, Ill.: Richard D. Irwin, 1963. xii, 317 p.
- 403.0003 DRIBERG, JACK HERBERT. *The Savage as He Really Is*. London: G. Routledge, 1929. 77 p.  
Pages 25-29, tell of trading in East Africa.
- 403.0004 EAST AFRICA HIGH COMMISSION. EAST AFRICAN STATISTICAL DEPT. *Quarterly Economic and Statistical Bulletin*, No. 1, September 1948—to date. Nairobi: Government Printer.  
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- 403.0005 EDEL, MAY M. "The Bachiga of East Africa," in *Cooperation and Competition Among Primitive Peoples*, edited by MARGARET MEAD, 127-152. New York: McGraw-Hill, 1937. xii, 531 p.  
Tells of the practices in barter and exchange of goods of these people.
- 403.0006 FEARN, HUGH. "Marketing and Distribution," *East African Economic Journal*, December 1955.
- 403.0007\_\_\_\_\_. "The Problems of the African Trader," *E. A. I. S. R. Conference Paper* (East African Institute of Social Research), January 1955.
- 403.0008 "Focus on East Africa," *New Commonwealth*, Vol. 37 (January 1959), 9-24; Vol. 38 (January 1960), 9-24.  
A series of articles on the economic and political development of Kenya, Somaliland Protectorate, Zanzibar, Tanganyika, and Uganda. The economy of Uganda and the role of the prospering and increasing middle-class Africans in the future of the country are discussed.
- 403.0009 FORD, VICTOR C. R. *The Trade of Lake Victoria*. Kampala, Uganda: East African Institute of Social Research, 1955. iv, 65 p.
- 403.0010 GAMBLE, GRAHAM. "Marketing of Native Produce," *East African Agriculture*, edited by J. K. MATHESON and E. E. BOVILL. London: Oxford University Press, 1950. 224-226.
- 403.0011 GLASS, L. S. "British East Africa: A Business Review," *Foreign Trade*, Vol. 111 (April 25, 1959), 28-29.  
A brief survey of economic conditions in Kenya, Tanganyika, and Uganda.
- 403.0012 GREAT BRITAIN. EAST AFRICA ROYAL COMMISSION. *Report*. [Papers by Command] Cmd. 9475. London: H. M. Stationery Office, 1955. 482 p.

One chapter of the report is devoted to marketing; it criticizes heavily the existing systems of controls and recommends that "there should be no overall attempt to direct the market mechanism."

- 403.0013 HALL, DAVID W. *Report on Food Storage in East Africa*. London: U. K. Colonial Office, 1954. 47 p.
- 403.0014 HERSKOVITS, MELVILLE J. "The Cattle Complex in East Africa," *American Anthropologist*, Vol. 28 (1926), 230-272, 361-380, 494-528, 633-664.
- 403.0015 JONES, WILLIAM O. *Manioc in Africa*. Stanford University Food Research Institute. Studies in Tropical Development, No. 2. Stanford, Calif.: Stanford University Press, 1959. xiv, 315 p.  
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- 403.0016 MARCUS, EDWARD. "The Economic Role of the Government in Independent Tropical Africa," *American Journal of Economics and Sociology*, Vol. 24 (July 1965), 307-315.  
The role which the government plays in regulating trade.
- 43.0017 MARCUS, MILDRED RENDL. "Merchandise Distribution in Tropical Africa," *Journal of Retailing*, Vol. 35 (Winter 1959-60), 197 ff.
- 403.0018 MARTIN, C. J. "The Purchasing Power of Africans," *East African Trade and Industry*, May 1959, 27.  
Facts and figures on cash incomes in East African areas and on how Africans spend their money.
- 403.0019 QUIGGIN, A. H. *Trade Routes, Trade and Currency in East Africa*. Livingstone: Rhodes-Livingstone Museum, 1949.
- 403.0020 REINING, CONRAD C. "The Role of Money in the Zande Economy," *American Anthropologist*, Vol. 61 (February 1959), 39-43.
- 403.0021 \_\_\_\_\_. "Zande Markets and Commerce," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 537-560. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.
- 403.0022 UNITED NATIONS. *Enlargements of the Exchange Economy in Tropical Africa*. New York: UN Dept. of Economic Affairs, 1954. (E/2557 St/ECA/23. Sales No. 1954: II. C. 4)  
See also STAHL, KATHLEEN M. (Asia)

### **403.01 Angola**

- 403.0101 HOUK, RICHARD J. "Recent Development in the Portuguese Congo," *Geographical Review*, Vol. 48 (April 1958), 201-221.  
Marketing of the coffee crop, 207-208.
- 403.0102 URQUHARD, ALVIN W. "Patterns of Settlement and Subsistence in Southwest Angola," Unpublished doctoral dissertation, University of California, 1962.

## **403.02 Cameroon**

- 403.0201 HORNER, GEORGE R. "The Bulu Response to European Economy," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 180-189. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

A study of the system of distribution and marketing practices of these primitive people in Cameroon.

## **403.03 Congo (Leopoldville)**

- 403.0301 BULL, R. A. "The Congo Meets Trading Problems," *Foreign Trade*, Vol. 112 (August 15, 1959), 2-5.

A market survey.

- 403.0302 DOUGLAS, MARY. "Lele Economy Compared with the Bushong: A Study in Economic Backwardness," in *Markets in Africa*, edited by BOHANNAN and GEORGE DALTON, 211-233. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

- 403.0303 "Raffia Distribution in Lele Economy," *Africa*. Vol. 28 (1959), 2 ff.

- 403.0304 FERNANDEZ, K. L. "Expanding Congo Market Merits Greater Attention," *Foreign Commerce Weekly*, Vol. 61 (March 2, 1959), 3, 29. A survey of Belgian Congo and the part the United States plays and may play in it in the future.

- 403.0305 MARVEL, TOM. *The New Congo*. New York: Duell, Sloan and Pierce, 1948. xiii, 395 p.

The Belgian Congo in 1946. Includes descriptions of Leopoldville shopping area and markets. Emphasis is on economic aspects.

- 403.0306 PENDLETON, ROBERT L. "The Belgian Congo: Impressions of a Changing Region," *Geographical Review*, Vol. 39 (July 1949), 371-400.

Some changes observed were directly connected with the economy of the region. Portuguese traders and their problems, pp. 381-384; water and rail transportation, pp. 386-388; roads and road construction, pp. 392-398.

- 403.0307 VANSINA, JAN. "Trade and Markets Among the Kuba," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 190-210. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

- 403.0308 WIGNY, PIERRE L. *A Ten Year Plan for the Economic and Social Development of the Belgian Congo*. New York: Belgian Govt. Information Center, 1950. 72 p.

Discusses the need for development of internal markets.

See also BRESLFORD, WILLIAM V. (Zambia); POWDERMAKER, HORTENSE (Zambia); MIRACLE, MARVIN P. (Zambia).

## **403.04 Gabon**

- 403.0401 THOMPSON, VIRGINIA and ADLOFF, RICHARD. *The Emerging States of French Equatorial Africa*. Stanford, Calif.: Stanford University

Press, 1960. xii, 595 p.

Includes consideration of the economic system of the area. Bibliography, pp. 569-582.

See also BULL, R. A. (Republic of the Congo)

#### 403.05 Kenya

403.0501 BASSETT, R. H. *Report and Recommendations on the Development of Agricultural Marketing in Kenya*. Nairobi: Government Press, 1946. 85 p. The marketing system in 1946, modified by various government ordinances but predominantly controlled by private traders, and of the working of marketing boards and official marketing departments.

403.0502 CAGNOLO, FR. C. *The Akikuyu. Their Customs, Traditions, and Folklore*. Nyeri, Kenya: The Mission Printing School, 1933. xv, 324 p. The economy, including native industries, markets and trade, pp. 29-48, of the Kikuyu tribe.

403.0503 FEARN, HUGH. *An African Economy—A Study of the Economic Development of the Nyanza Province of Kenya, 1903-1953*. New York: Published on behalf of East African Institute of Social Research by Oxford University Press, 1961. viii, 284 p.

A good source for understanding the present economic situation of Kenya.

403.0504 \_\_\_\_\_. *An Investigation into Wholesale Facilities for African Traders in the Nyanza Province*. Report to the Provincial Commissioner, Nyanza Province, Kenya. Kampala, Uganda: East African Institute of Social Research, 1955.

403.0505 HUXLEY, ELSPETH. *A New Earth*. New York: William Morrow, 1960. 288 p.

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403.0506 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Kenya*. Baltimore: Johns Hopkins Press, 1963. xv, 380 p.

An excellent source of information on all aspects of Kenya's economy. Production and marketing policies, pp. 104-118, 302-304, 321-330; domestic trade, pp. 31, 96, 121, 137.

403.0507 KENYA COLONY AND PROTECTORATE. DEPT. OF AGRICULTURE. *The Liguru and the Land*, by NORMAN HUMPHREY. Nairobi: Printed by the Government Printer, 1947. v, 82 p.

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403.0508 KENYATTA, JAMO. *Facing Mount Kenya*. New York: British Book Centre, 1953. 339 p.

The country, the people, and their economic life.

403.0509 KNOWLES, O. S. "The Development of Agricultural Marketing in Kenya," *The East African Economics Review*, Vol. 3 (July 1956), 191-197.

403.0510 LE VINE, ROBERT A. "Wealth and Power in Gusiland," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DAL-



TON, 520-536. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

- 403.0511 MANNERS, ROBERT A. "Land Use, Trade and the Growth of Market Economy in Kipsigis Country," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 493-519. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

- 403.0512 SMYTHE, HUGH. "The Indian in Africa: A Problem in Social Research," *Sociology and Social Research*, Vol. 39 (September-October 1954), 32-35.

"In Kenya a counter attack against Indians showed itself in the form of a campaign by European settlers to encourage Native Africans to set up little village shops and train themselves as artisans, and in the creation of municipal marketing projects for native products to by-pass the Indian traders." See also GLASS, L. S. (Central and East Africa); *Hard Fibres* (Tanzania).

#### **403.06 Tanzania**

- 403.0601 DE BLIJ, HARM J. *Dar-es-Salaam: A Study in Urban Geography*. Evanston, Ill.: Northwestern University Press, 1963. xii, 89 p.

This study points out, among other things, the amorphous nature of Asian business in Dar-es-Salaam, where retail stores may also be tailoring and insurance establishments.

- 403.0602 DYER, A. M. "The Role of Cooperatives in Commerce and Industry," *Tanganyika Trade Bulletin*, No. 7, 1957. 7-9.

- 403.0603 GRAY, ROBERT F. "Economic Exchange in a Sonjo Village," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 469-492. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

- 403.0604\_\_\_\_\_. "Sonjo Bride Price and the Question of African 'Wife Purchase'," *American Anthropologist*, Vol. 62 (February 1960), 34-57.

- 403.0605 GULLIVER, P. H. "The Evolution of Arusha Trade," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 431-456. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

- 403.0606 *Hard Fibres: A Quarterly Review*, Vol. 1, June, 1951—to date. London: Issued by the Economist Intelligence Unit for the Sisal Growers' Association of Tanganyika and Kenya.

A situation report on hard fiber production, consumption, price and trade.

- 403.0607 HILL, J. F. R., director, and MOFFETT, J. P., editor. *Tanganyika—A Review of Its Resources and Their Development*. Dar-es-Salaam: The Government of Tanganyika, 1955. xvii, 924 p.

Gives an overall look at the possibilities of Tanzania in commercial and industrial development.

- 403.0608 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Tanganyika*. Baltimore: Johns Hopkins Press, 1961. xxviii, 548 p.

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dairy products, 165; cooperatives, 214-219; other marketing references, 103, 328, 238-239.

- 403.0609 "Pangani, An Old African Trade Center," *Geographical Review*, Vol. 35 (April 1945), 325-326.

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- 403.0610 WINTER, E. H. "Livestock Markets Among the Iraqw of Northern Tanganyika," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 457-468. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

See also GLASS, L. S. (Central and East Africa); WRIGHT, F. C. (Malawi); LEUBUSCHER, CHARLOTTE (Africa)

### **403.07 Uganda**

- 403.0701 DRIBERG, JACK HERBERT. *The Lango, A Nilotic Tribe of Uganda*. London: T. F. Unwin, 1923. 468 p.

The trading patterns of these primitive people are included.

- 403.0702 EAST AFRICA HIGH COMMISSION. EAST AFRICAN STATISTICAL DEPT. UGANDA UNIT. *Index of Retail Prices in African Markets: Kampala*. Kampala: 1947. 10 p.

Although these figures are old, they may be interesting for purposes of comparison.

- 403.0703 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Uganda*. Baltimore: Johns Hopkins Press, 1962. xviii, 475 p.

Excellent material for understanding the economy of the country.

- 403.0704 LA FONTAINE, J. S. *The Gisu of Uganda*. Ethnographic Survey of East Africa, edited by DARYLL FORDE, East Africa, Part X. London: International African Institute, 1959. 68 p.

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- 403.0705 MIDDLETON, JOHN. "Trade and Markets Among the Lugbara of Uganda," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 561-578. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

- 403.0706 MUKWAYA, A. B. "The Marketing of Staple Foods in Kampala, Uganda," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 643-666. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.

- 403.0707 MURDOCK, GEORGE PETER. *Our Primitive Contemporaries*. New York: Macmillan, 1934. xxii, 614 p.

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- 403.0708 SYNGE, PATRICK M. *Mountains of the Moon*. New York: Dutton, 1938. xxiv, 221 p.

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- 403.0709 UGANDA. COTTON INDUSTRY COMMISSION. *Report*. Entebbe: Government Printer, 1948. 44 p.  
The report makes many detailed recommendations to improve the organization of cotton marketing and ginning, especially to lessen or eliminate buyers' malpractices and to offset the chronic lack of competition in the industry.
- 403.0710 UGANDA. Governor's Committee to Make Recommendations for the Advancement of Africans in Trade and Commerce. *The Advancement of Africans in Trade: Report*. Entebbe: Government Printer, 1955. 57 p.  
In addition to recommendations, the report contains a certain amount of information about the role of Africans in trade. See also *Government Statement on the Report* (Entebbe, 1955, 5 p.).
- 403.0711 WINTER, EDWARD H. *Beyond the Mountains of the Moon: The Lives of Four Africans*. Urbana, Ill.: University of Illinois Press, 1959. 276 p.  
The lives of four Africans are used as examples to give an outline of the social structure and culture of the Amba tribe.  
See also GLASS, L. S. (Central and East Africa); "Focus on East Africa" (Central and East Africa); LEUBUSCHER, CHARLOTTE (Africa).

#### 403.08 Zambia

- 403.0801 BRELSFORD, WILLIAM V. *Copperbelt Markets: A Social and Economic Study*. Lusaka: Government Printer, 1947. 110 p.  
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- 403.0802 \_\_\_\_\_. "Fishermen of the Bangweulu Swamps," *Rhodes-Livingstone Papers*, No. 12 (1946).  
A study of those who get their livelihood through fishing.
- 403.0803 COLSON, ELISABETH. "The Role of Cattle Among the Plateau Tonga," *Rhodes-Livingstone Journal*, Vol. 11 (1951), 10-46.  
The part which cattle play in the economic life of the people.
- 403.0804 \_\_\_\_\_. "Trade and Wealth Among the Tonga," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 601-616. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.
- 403.0805 FRYER, G. "Mwamfuli's Village: The New Fulcrum of the Bangweulu Fish Trade," *The Northern Rhodesia Journal*, Vol. 3 (1958), No. 6.
- 403.0806 GLUCKMAN, MAX. *Economy of the Central Barotse Plain*. Rhodes-Livingstone Papers, No. 7, 1941.  
Pages 67-74 are especially pertinent.
- 403.0807 GREAT BRITAIN. BOARD OF TRADE. *The African Native Market in the Federation of Rhodesia and Nyasaland: A Report on the Central African Native As A Consumer*. London: H. M. Stationery Office, 1954. 35 p.  
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- 403.0808 HITCHON, BRIAN. "Northern Rhodesia," *Canadian Geographical Journal*, Vol. 58 (April 1959), 128-134.  
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- 403.0809 MIRACLE, MARVIN P. "Aboriginal Trade Among the Senya and Nsenga of Northern Rhodesia," *Ethnology*, Vol. 1 (April 1962), 212-222. An example of a fairly well-developed system of marketless exchange.
- 403.0810 \_\_\_\_\_. "African Markets and Trade in the Copperbelt," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 698-738. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.
- 403.0811 NYIRENDA, A. A. "African Market Vendors in Lusaka with a Note on the Recent Boycott," *Rhodes-Livingstone Journal*, No. 22, 1957.
- 403.0812 POWDERMAKER, HORTENSE. *Copper Town: Changing Africa. The Human Situation in the Rhodesian Copperbelt*. New York: Harper and Row, 1962. xiii, 391 p.  
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- 403.0813 RHODESIA, NORTHERN DEPT. OF COOPERATIVE SOCIETIES AND AFRICAN MARKETING. *Annual Report, 1951/52—to date*. Lusaka: Government Printer.
- 403.0814 ROTBERG, ROBERT I. "Rural Rhodesian Markets," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 581-600. Evanston, Ill.: Northwestern University Press, 1962. xiv, 762 p.
- 403.0815 SCHAPER, ISAAC. *A Handbook of Tswana Law and Custom*. London: Oxford University Press, 1938. xiv, 326 p.  
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- 403.0816 THOMSON, J. MOFFAT. *Report on the Native Fishing Industry*. Rhodes-Livingstone Museum, 1930.
- 403.0817 TURNER, V. W. "Money Economy Among the Mwinilunga Ndem-bu," *Rhodes-Livingstone Journal*, Vol. 18 (1955), 19-25.
- 403.0818 WEST, J. H. "The Co-operative Movement in the Federation of Rhodesia and Nyasaland," *South African Journal of Economics*, Vol. 25 (March 1957), 41-56.  
A survey of cooperative development in each of the three territories constituting the Federation.
- 403.0819 WHITE, C. M. N. "A Preliminary Survey of Luvala Rural Economy," *Rhodes-Livingstone Papers*, No. 29, 1959.  
See also DOKE, C. M. (Rhodesia); U. S. DEPT. OF COMMERCE (Rhodesia).

#### 404. SOUTH AFRICA

- 404.0001 CAPLIN, G. H., ed. *The South African Way of Life*. New York: Columbia University Press, 1953. 200 p.  
This book takes up six sections of South Africa, not by political boundaries, but by sociological considerations. One chapter reviews the economic factors in all of South Africa.

- 404.0002 GOODFELLOW, D. M. *Principles of Economic Sociology...as Illustrated from the Bantu Peoples of South and East Africa*. London: G. Routledge, 1939. xx, 289 p.  
A study of the relationship between the way of life within the tribes and their economic behavior.
- 404.0003 YUDELMAN, MONTAGUE. *Africans on the Land*. Cambridge, Mass.: Harvard University Press, 1964. xiv, 288 p.  
The economic problems of agricultural development in Southern Central and East Africa, with special emphasis on Rhodesia.

#### **404.01 Malawi**

- 404.0101 CARR, ARCHIE. *Ulendo*. Knopf, 1964. xv, 258 p.  
Although most of Carr's interest lay in the study of animals in Malawi and Mozambique, there are scattered references to trading. Pages 108-115 tell of the fishing industry in Lake Nyasa and of the round-about steps necessary to purchase a mask.
- 404.0102 *Malawi*. British Information Services, an Agency of the British Government Reference Division. Printed in England by H. M. Stationery Office Press, Manchester, 1964. 32 p.  
Pages 2 and 12-13 are directly pertinent to marketing.
- 404.0103 WRIGHT, FERGUS C. *African Consumers in Nyasaland and Tanganyika*. Colonial Research Studies, No. 17. London: H. M. Stationery Office, 1955. 116 p.  
An inquiry into the distribution and consumption of commodities among Africans, carried out in 1952-1953.  
See also: GREAT BRITAIN (Zambia); U. S. DEPT. OF COMMERCE (Rhodesia); WEST, J. H. (Zambia).

#### **404.02 Republic of South Africa**

- 404.0201 ALLWRIGHT, WINSTON J. S. *The Controlled Marketing of Citrus Fruits in South Africa*. Publications of the University of Pretoria, Series I: Agriculture, No. 50. Pretoria: University of Pretoria, 1945. v, 226 p.  
Describes grading and supply of citrus to city markets, sales methods at markets, and the sales methods adopted by the South African Citrus Board, discusses the Board's policy.
- 404.0202 BOARD, C. *The Border Region, Natural Environ and Land Use in the Eastern Cape*. Published on behalf of the Institute of Social and Economic Research, Rhodes University. Cape Town: Oxford University Press, 1962. xvi, 238 p.  
The marketing of milk, pp. 136-137; marketing control of maize, chicory, dairying, and meat, pp. 147-151.
- 404.0203 FRANKLIN, NORTON N. *Economics in South Africa*. Cape Town: Oxford University Press, 1948. 253 p.  
Consideration given to Marketing Act and Control Boards.

- 404.0204 GIBSON, GORDON D. "Bridewealth and Other Forms of Exchange Among the Herero," in *Markets in Africa*, edited by PAUL BOHANNAN and GEORGE DALTON, 617-639. Evanston, Ill.: Northwestern University Press, 1962, xiv, 762 p.
- 404.0205 GOODFELLOW, DAVID M. *A Modern Economic History of South Africa*. London: George Routledge, 1931. x, 267 p.  
Section on marketing methods of South African farmers, p. 117.
- 404.0206 GREEN, L. P., and FAIR, T. J. D. *Development in Africa: A Study in Regional Analysis with Special Reference to Southern Africa*. Johannesburg: Witwatersrand University Press, 1962. vii, 203 p.  
A study of trade movements, roads, forms of transportation, and many other factors of trade development.
- 404.0207 HAMILTON, MARGARET. *The Mango Tree*. New York: Century, 1932. 211 p.  
A long description of an itinerant peddler in South Africa as seen through the eyes of a small child, pp. 146-149.
- 404.0208 HAMMOND-TOOKE, W. D. *Bhaca Society. A People of the Transkeian Uplands, South Africa*. Published on behalf of the Institute of Social and Economic Research, Rhodes University. Cape Town: Oxford University Press, 1962. xx, 325 p.  
A study of all facets of the life of these people. Pages 8, 29-30, 40, 156, and 296 relate to marketing.
- 404.0209 HELLMAN, E. *Rooyard: A Sociological Survey of an Urban Native Slum Yard*. Rhodes-Livingstone Papers, No. 13, 1948.  
Gives a description of a stockfair, a mutual benefit society formed by women of the area and used to dispose of their excess beer stocks.
- 404.0210 HORWITZ, RALPH. *South Africa's Business*. Cape Town: African Bookman, 1946. 91 p.  
Chapter 4 is entitled "Middlemen, O Middlemen!"
- 404.0211 KIRK, WILLIAM. "Cultural Patterns of the Zulus," *Sociology and Social Research*, Vol. 35 (May-June 1951), 315-330.  
Daily life in Zululand before the coming of white civilization. Details of organization of the village and of such economic life as there was. There was little trading, all done by the men, between themselves.
- 404.0212 KUPER, HILDA. *An African Aristocracy. Rank Among the Swazi*. London: Oxford University Press, 1947. xii, 251 p.  
This study of a South African tribe includes a chart of the yearly round of economic activities which made up part of its life.
- 404.0213 KRIGE, E. J. *The Social System of the Zulus*. New York: Longmans, Green, 1936. xix, 420 p.  
Tells of the simplicity of their economic life as contrasted with their complex social system.
- 404.0214 MABIN, H. S. "Modern Retailing Methods in the Republic of South Africa," *Export Trade*, March 12, 1962, 10, 25-27.  
Discusses retailer's functions, continuing importance of the wholesaler and country storekeeper, and contrasts modern techniques of retailing with those of the Bantu traders.

- 404.0215 MORGAN, M. *Marketing Boards and Cooperatives in the Union of South Africa*. Occasional Paper No. 12. London: Horace Plunkett Foundation, 1956. 35 p.  
Marketing and regulatory boards have been established in South Africa, beginning in the early 1930's, for an unusually large number of products. This study gives a brief account of them and considers their effects on the development of marketing cooperatives.
- 404.0216 MURDOCK, GEORGE PETER. *Our Primitive Contemporaries*. New York: Macmillan, 1934. xxii, 614 p.  
Barter among the Nama Hottentots of the Territory of South-West Africa, p. 487.
- 404.0217 PEATTIE, RODERICK. *Struggle on the Veld*. New York: Vanguard Press, 1947. 264 p.  
Treatise on social, economic, and racial conditions in South Africa, including the struggle of the Bantus to meet the necessities of life.
- 404.0218 READER, D. H. *The Black Man's Portion*. Cape Town: Oxford University Press, 1961. 180 p.  
Subtitle is: "History, Demography, and Living Conditions in the Native Locations of East London, Cape Province." Five chapters deal with the methods of earning a living, the employee, the self-employed, etc. Tells of social contact between the Cape colonists and the Bantu tribes.
- 404.0219 SAMUELS, L. H. "Aspects of Controlled Marketing in the Union," *South African Journal of Economics*, Vol. 15 (March 1947).
- 404.0220 SCHAPER, ISAAC, ed. *The Bantu Speaking Tribes of South Africa*. London: G. Routledge, 1937. (Fifth impression, 1956). xv, 453 p.  
Included are discussions of their domestic and communal life and of work and wealth within the tribes.
- 404.0221 SCOTT, PETER. "Inshore Fisheries of South Africa," *Economic Geography*, Vol. 27 (1951), 123-147.  
The production, handling, and marketing of the catch are discussed on pp. 141-146.
- 404.0222 \_\_\_\_\_. "Otter Trawl Fisheries of South Africa," *Geographical Review*, Vol. 39 (October 1949), 529-551.  
Handling and marketing of the catch are described on pp. 548-550.
- 404.0223 SOUTH AFRICA. *Report on the Distribution of Food*. U. G. No. 31. Pretoria: Government Printer, 1946. 70 p.
- 404.0224 SOUTH AFRICA. Committee into Market Agents. *Report*. Pretoria: Government Printer, 1957. 70 p.  
A detailed account of the operations of municipal markets; descriptions of the nine main urban markets in South Africa are included as annexes. The functions of produce agents and their relations to producer clients, are discussed. General remarks on municipal markets and their co-ordination and supervision follow.
- 404.0225 SOUTH AFRICA. Dept. of Agriculture. *Report of the South African Overseas Fruit and Vegetable Marketing Mission*. Pretoria, 1958. 213 p.  
Based on visits to United States, Canada, Great Britain, Netherlands, Western Germany, and France, this report is a source of information on

the marketing systems, institutions, and practices in those countries as possible guides to the improvement of domestic fruit and vegetable marketing in South Africa.

- 404.0226 SOUTH AFRICA. Dept. of Agriculture. Municipal Markets Enquiry Committee. *Report*. Pretoria: Government Printer, 1953. 16 p.  
Attention is given to production conditions, grading and packaging, inspection and market news services, and the transport of perishable farm produce. The Committee also discusses ways of improving distribution from the market to the consumer. Different views on the feasibility of marketing control are advanced.
- 404.0227 SOUTH AFRICA. Dept. of Agriculture and Forestry. Abattoir and Cold Storage Committee. *Report*. Cape Town: Printed by Cape Times Limited, 1946. 57 p.  
A comprehensive report on hygienic conditions of slaughter, capacity and occupancy of cold storage space; discusses the advantages and disadvantages of locating slaughterhouses in production and urban areas; and shrinkage and quality losses of livestock in transit.
- 404.0228 SOUTH AFRICA. Marketing Act Commission. *Report*. Pretoria: Government Printer, 1949. 59 p.  
Describes the structure and application of the Marketing Act, examines critically the efficiency and weaknesses of the marketing board system with recommendations for the improvement of the Act, the marketing schemes and control of agricultural marketing in general.
- 404.0229 SOUTH AFRICA. Social and Economic Planning Council. *The Future of Farming in South Africa*. Report No. 4. Pretoria: Government Printer, 1944.  
Deals *inter alia* with prices and marketing policy and the control board system, and comments on the report of the Reconstruction Committee.
- 404.0230 SOUTH AFRICA. Technical Hide and Skin Committee. *Report*. Pretoria: Government Printer, 1952.  
Discusses the South African hide and skin industry; the supply of hides and skins and their defects. Grading schemes at the producer level as well as after flaying and after curing are proposed and the problems involved discussed.
- 404.0231 SOUTH AFRICA. Transvaal Municipal Markets Commission. *Report*. Pretoria: Government Printer, 1940. 68 p.  
Discusses municipal market management and control and the interests of producers, consumers and the trade in those markets.
- 404.0232 "Union of South Africa: An Economic Study," *International Trade Review*, July 1959, 14-15.  
One of a series, this article gives economic, geographic, and trade information.
- 404.0233 VAN BILJON, FREDERIK J. *State Interference in South Africa*. London: P. S. King, 1939. ix, 332 p.  
Pages 114-169 deal with agricultural marketing and government stimulation and control of agriculture. The government's sugar policy is discussed at length.
- 404.0234 VAN DER BERGHE, PIERRE L. *Caneville, The Social Structure of a South African Town*. Middleton, Conn.: Wesleyan University Press, 1964. x, 276 p.



A study of a South African town controlled by the sugar industry. Ch. 5, "The Economic System," pp. 123-150, is of special interest.

- 404.0235 VAN DER POST, ANDRIES P. "The Marketing Act: An Elucidation and Summary of Its Provisions and of Procedure," *Farming in South Africa*, July, August, and September 1937. Reprinted by Government Printer, Pretoria, 1937. Explains the provisions of the Act and the procedure to be followed when producers of a certain product desire a marketing scheme for this product.
- 404.0236 WALES, HUGH G., WINKLE, F. F., and BAK, C. "Marketing in South Africa," *Journal of Marketing*, Vol. 27 (October 1963), 42-47. Description of the marketing structure of the Republic of South Africa, discussing the consumer sector, the wholesale-retail sector, wholesale and retail trade, and agents and agencies.
- 404.0237 WILSON, MONICA, and MAFEJE, ARCHIE. *Langa: A Study of Social Groups in an African Township*. Cape Town: Oxford University Press, 1963. 190 p.  
Retailers, as one of the groups of people, are discussed on pp. 28 and 31.

#### **404.03 Rhodesia**

- 404.0301 BARBER, WILLIAM J. "Economic Rationality and Behavior Patterns in an Underdeveloped Area: A Case Study of African Economic Behavior in the Rhodesias," *Economic Development and Cultural Change*, Vol. 8 (April 1960), 237-251.
- 404.0302 DOKE, C. M. *The Lambas of Rhodesia*. London: G. G. Harrap, 1931. 407 p.  
A thorough study of these primitive peoples and the many different sides of their lives. Trading patterns are discussed on pp. 96-99.
- 404.0303 SHAUL, J. R. H. "Distributive Trades of Southern Rhodesia," *South African Journal of Economics*, Vol. 21 (June 1935), 186-193.
- 404.0304 TOW, LEONARD. "The Manufacturing Economy of Southern Rhodesia: Problems and Prospects," Unpublished doctoral dissertation, Columbia University, 1960.
- 404.0305 U. S. DEPARTMENT OF COMMERCE. *Investment in the Federation of Rhodesia and Nyasaland*. Washington, D. C. U. S. Government Printing Office, 1956.  
*See also:* GREAT BRITAIN (Zambia); WEST, J. H. (Zambia); WRIGHT, FERGUS C. (Zambia); YUDELMAN, MONTAGUE (South Africa).

## 500. ASIA AND THE FAR EAST

- 500.0001 BRICE, W. C. "Caravan Traffic Across Asia," *Antiquity*, Vol. 28 (June 1954), 78-84.
- 500.0002 DOBBY, ERNEST HENRY GEORGE. *Monsoon Asia*. Chicago: Quadrangle Books, 1961. 381 p.  
The main emphasis is this study is on agriculture, but examination is also made of economic and political aspects of the countries which are affected by the monsoon. Data from U. N. reports and other sources are included to aid in the understanding of the problems of the area.
- 500.0003 \_\_\_\_\_. *Southeast Asia*. New York: Wiley, 1950. 415 p.  
General description of the physical characteristics followed by a detailed analysis of the natural, cultural, and social factors of the various regions.
- 500.0004 DOUGLAS, G. W. *Survey of the Production of Hides, Skins, and Rough-Tanned Leathers in India, Pakistan, Ceylon & Africa*. Egham, Surrey: British Leather Manufacturers' Research Association, 1956, vii, 78 p.  
Describes the sources, assembling, processing, distribution, and the seasonal movement of prices of hides.
- 500.0005 FIRTH, RAYMOND W., ed. *Capital, Saving, and Credit in Peasant Societies; Studies from Asia, Oceania, the Caribbean, and Middle America*. Chicago: Aldine Press, 1964. 399 p.  
Emphasizes the economic aspects of agriculture in peasant cultures.
- 500.0006 FRYER, D. W. "The 'Million City' in Southeast Asia," *Geographical Review*, Vol. 43 (October 1953), 474-494.  
A study of the large cities of Southeast Asia, their trade, and importance to the rest of the area.
- 500.0007 GINSBURG, NORTON S. "The Great City in Southeast Asia," *American Journal of Sociology*, Vol. 60 (March 1955), 455-462.

Studies one great metropolis in each area and discusses it thoroughly, including the divisions within the cities and the trade there.

- 500.0008 \_\_\_\_\_ . *The Pattern of Asia*. Englewood Cliffs, N. J.: Prentice-Hall, 1958. 929 p.  
The emphasis in this book is on the changing economic geography of the region. Countries are analyzed with reference to their geography, agriculture, population, transportation, resources, and industries. Forms an excellent background for understanding the major part of the continent.
- 500.0009 GONZALEZ, ARTURO F. "Advertising in Asia," *International Advertiser*, January 1964, 15-16.  
Discusses the complexities of marketing in Asia with the consequent complexities of advertising there.
- 500.0010 INTERNATIONAL LABOR OFFICE. *The Development of the Co-operative Movement in Asia*. Studies and Reports, New Series, No. 19. Geneva, 1949. iv, 84 p.  
The report discusses trends in the cooperative movement, the means and machinery for cooperative development, and problems and solutions.
- 500.0011 JACOBY, ERICH H. *Agrarian Unrest in Southeast Asia*. New York: Asia Publishing House, 1961. xi, 279 p.  
Studies changes in patterns of marketing of agricultural products following changes in patterns of agriculture itself.
- 500.0012 MADAN, BALKRISHNA, ed. *Economic Problems of Underdeveloped Countries in Asia*. New Delhi, Indian Council of World Affairs, 1953. iv, 290 p.  
Papers given at a symposium of Asian scholars on various economic problems being faced by the people of Asia.
- 500.0013 MURDOCK, GEORGE PETER. *Social Structure in Southeast Asia*. Chicago: Quadrangle Books, 1960. ix, 182 p.  
Papers from a symposium held in Thailand in 1957 which dealt with social structure. Analyzes and describes thirteen separate social systems as found in Southeast Asia. Gives background for understanding of market structures in the areas.
- 500.0014 PURCELL, VICTOR. *The Chinese in Southeast Asia*. New York: Oxford University Press, 1951. xxxviii, 801 p.  
Divides Southeast Asia into seven areas, giving a chapter to the economic role of the Chinese in each area. The significance of Chinese merchants, artisans, and traders in developing trade and commerce in large urban areas is pointed out.
- 500.0015 REISCHAUER, EDWIN O., and FAIRBANK, JOHN K. *A History of East Asian Civilization. Vol. 1. East Asia: The Great Tradition*. Boston. Houghton Mifflin, 1960. xiii, 739 p.  
Primarily historical in nature, this book does give some insight into the settings for trade and markets in different periods of East Asian development.
- 500.0016 STAHL, KATHLEEN M. *The Metropolitan Organization of British Colonial Trade: Four Regional Studies*. London: Faber and Faber, 1951. xv, 313 p.  
This descriptive study covers the West Indies, Malay, Ceylon, and East Africa and gives an account of the British merchant firms dealing in the main products of these areas and of their general marketing arrangements. Products included are bananas, sugar, tea, coffee, sisal, and rubber.

- 500.0017 UNITED NATIONS. ECONOMIC COMMISSION FOR ASIA AND THE FAR EAST. *Economic Survey of Asia and the Far East*. Bangkok [etc.] (Annual, 1947—to date).  
Presents basic economic data by regions and countries. Although not primarily concerned with marketing, it provides a good background for understanding production and industrial problems which affect distribution.
- 500.0018 \_\_\_\_\_. *Market Analysis of Hides and Skins for Asia and the Far East*. Bangkok, 1954. 151 p.  
Studies world and regional patterns of production, consumption and trade. Notes the tendency to establish an indigenous leather industry in the region after the second world war, the violent price fluctuations during the inter-war years and an appreciable long-term downward trend in prices as a result of the inroads of leather substitutes.
- 500.0019 WALES, HORACE G. Q. *Towards Angkor in the Footsteps of the Indian Invaders*. London: Harrap, 1937. 248 p.  
Traces the early migrations of Indian traders across Malaya into Thailand and Cambodia.
- 500.0020 WICKIZER, VERNON D., and BENNETT, M. K. *The Rice Economy of Monsoon Asia*. Leland Stanford Junior University, Food Research Institute. Grain Economics Series, No. 3. Stanford University, Calif.: Food Research Institute, 1941. 358 p.  
Comprehensive study of the rice economy of the Orient.

## 500.01 Afghanistan

- 500.0101 AFGHANISTAN INFORMATION BUREAU. *This is Afghanistan*. Published by Information Bureau, Royal Afghanistan Embassy, London. Has a great deal of material of "what to buy" nature but also includes a description of the retail section of Kabul, p. 13.
- 500.0102 JONES, PAUL S. *Afghanistan Venture*. San Antonio, Texas: The Naylor Co., 1956. xxi, 454 p.  
The bazaars in Gerishk are described on pages 52, 55-57.
- 500.0103 MARTIN, FRANK A. *Under the Absolute Amir*. London: Harper, 1907. xii, 329 p.  
Many passages tell of the bazaars and the trading in them.
- 500.0104 MICHENER, JAMES A. *Caravans*. New York: Random House, 1963. 341 p.  
The picture drawn of the centuries old nomadic convocation, pages 283-296, and its impact on trading in the area through the ages is of special interest to the marketer. A description of the market in Kabul is given on pages 16 ff. Throughout, there are other references to trading in caravansaries.
- 500.0105 WILBER, DONALD N. *Afghanistan. Its People, Its Society, Its Culture*. New Haven, Conn.: Human Relations Area Files Press, 1962. 320 p.  
Another of the HRAF studies that gives excellent background understanding of the people and the country. Chapter 20, "Domestic and Foreign Trade," page 255-262, goes into the distribution system, traders, wholesalers, government regulation of domestic marketing. A description of village markets may be found on pp. 137-138.

## 500.02 Burma

- 500.0201 ANDRUS, J. RUSSELL. *Burmese Economic Life*. Stanford, Calif.: Stanford University Press, 1947. xii, 362 p.  
Development of Burma's agriculture, trade, and transportation, and data on handicrafts, cooperatives, etc. Includes discussion of the economic consequences of the Japanese occupation of Burma and on the future of Burmese economy as it looked at that time.
- 500.0202 BURMA. Dept. of Agriculture. Marketing Branch. *Agricultural Marketing Bulletin*, Vol. 1, No. 1, July 1957. Rangoon? 118 p.  
The need for more commercialization, improved storage, processing and transport facilities, and the standardization of weights and measures are noted in the various extracts of government reports reproduced in the bulletin. Summarizes the State Agricultural Marketing Board Act of 1950 and the 1956 amendment.
- 500.0203 CRESSEY, PAUL. "The Ecological Organization of Rangoon, Burma," *Sociology and Social Research*. Vol. 40 (January-February 1956), 166-169.  
Description of growth of city with differentiation of function. Describes retail and industrial segregation and central business district.
- 500.0204 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of Burma on Agricultural Marketing*, by P. G. DE VRIES. Extended Technical Assistance Program Report, No. 495. Rome, 1956. 6 p.  
Emphasizes the need for better storage and processing practices, export quality control, facilitation of rice export negotiations, and the institution of a more efficient market information service if Burmese rice is to be marketed to more advantage.
- 500.0205 INTERNATIONAL LABOR OFFICE. *Report to the Government of Burma on the Development of Co-operatives*. Geneva, 1955. 197 p.  
Includes agricultural producers' and consumers' cooperatives and the conversion of civil supplies into a national cooperative wholesale.
- 500.0206 MEAD, MARGARET, ed. *Cultural Patterns and Technical Change*. New York: UNESCO, 1955. 352 p.  
Trade in a Burmese village is discussed, pp. 34-36.
- 500.0207 NASH, MANNING. *The Golden Road to Modernity: Village Life in a Contemporary Burma*. New York: Wiley, 1965. 333 p.  
First detailed ethnological report of Burma in 80 years. Tells of a mixed-crop community and of an irrigated rice-growing community and the life in the village, including the distribution of the crops.
- 500.0208 TRAGER, FRANK N., ed. *Burma*. Printed by Human Relations Area Files, Inc., 1956. 3 vols., xix, 1579 p.  
Brings together a wealth of information on most aspects of Burma. Includes chapters on planning for economic development, agricultural and industrial development, and domestic and foreign trade.
- 500.0209 WALINSKY, LOUIS J. *Economic Development in Burma, 1951-1960*. New York: Twentieth Century Fund, 1962. xxviii, 680 p.  
Discusses comprehensive, long-term social and economic development program for Burma. Includes material on cottage and home industries, and on marketing of products.  
*See also* YOUNG, OLIVER GORDON (Thailand).

### 500.03 Cambodia

- 500.0301 STEINBERG, DAVID J., and others. *Cambodia: Its People, Its Society, Its Culture*. Rev. for 1959 by H. H. VREELAND. Survey of World Cultures. New Haven, Conn.: Human Relations Area Files Press, 1959. 350 p.

A new edition, with particular emphasis on the past five years. One of a series.

- 500.0302 TOOZE, RUTH. *Cambodia: Land of Contrasts*. New York: Viking, 1962. 144 p.

Includes discussion of the markets in Phnom Penh, pp. 94-97; markets in rice villages, pp. 2, 28-31; and transportation in Phnom Penh, pp. 101-102. See also WALES, HORACE G. Q. (Asia).

### 500.04 Ceylon

- 500.0401 BEEBE, WILLIAM. *Pheasant Jungles*. New York: G. P. Putnam's Sons, 1927. 248 p.

Includes a description of Tamil traders selling gold filigree beetles, p. 19, and the story of the selling of the catch as fishing boats come in, pp. 28-29.

- 500.0402 CENTRAL BANK OF CEYLON. *Report on the Sample Survey of Ceylon's Consumer Finances*. Colombo: Central Bank of Ceylon, Dept. of Economic Research, 1954, ix, 34, 7 p.

Background data to the retail marketing of foodstuffs; notes that consumer indebtedness is an important factor.

- 500.0403 CEYLON. Marketing Dept. *Administration Report of the Commissioner for Development of Marketing*. Colombo: Government Press. (Annual, 1935—to date)

- 500.0404 "Co-operative Stores in Ceylon," Article by a "Ceylonese," *Indian Review*, Vol. 45 (1944), 493.

- 500.0405 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of Ceylon on the Rice Processing Industry*, by F. GARIBOLDI. Extended Technical Assistance Program Report, No. 429. Rome, 1955. 26 p.

Describes the parboiling of paddy, storage, and the mechanics of the rice price support scheme and indicates the limitations of the prevailing practices.

- 500.0406 PAKEMAN, S. A. *Ceylon*. New York: Praeger, 1964. 256 p.

In this study of all aspects of Ceylon's life, Chapter 6, "Economy Under the British," includes discussions of domestic trade, and pages 146-147 tell of the cooperative movement administered by the Agricultural Marketing Dept.

- 500.0407 RYAN, BRYCE, and others. *Sinhalese Village*. Coral Gables, Fla.: University of Miami Press, 1958. x, 229 p.

A detailed study of village life and its relationship to the changing country as a whole.

- 500.0408 VAN, W. R. "Ceylon as a Market," *Foreign Trade*, Vol. 111 (May 23, 1959), 2-5.

A survey of Ceylon's market and how to sell in it by the Canadian commercial secretary in Colombo.  
*See also* DOUGLAS, G. W. (Asia)

## 500.05 China

### 500.0501 Republic of China — Prior to 1949

500.050101 BISHOP, C. W. "The Rise of Civilization in China with Reference to Its Geographical Aspects," *Geographical Review*, Vol. 22 (October 1932), 617-631.

The extension of trade and trade routes are discussed on page 629. High degrees of civilization may not be reached without extensions of trade over wide areas.

500.050102 BURGESS, JOHN STEWART. *The Guilds of Peking*. New York: Columbia University Press, 1928. 271 p.

A study of the guilds and their influence on the economy of the country.

500.050103 CHEN, HAN-SENG. "Gung-Ho: The Story of the Chinese Cooperatives," American Institute of Pacific Relations Pamphlets, No. 24. New York: Institute of Pacific Relations, 1947. 63 p.

500.050104 CHEN, KUO-FU. *The Chinese Cooperative Movement*. Nanking: The China Cooperators' Union, 1947. 48 p.

500.050105 CONSTANT, SAMUEL VICTOR. *Calls, Sounds, and Merchandise of the Peking Street Peddlers*. Peking: The Camel Bell, 1936. xiv, 185 p.

500.050106 FEI, HSIAO-T'UNG. *China's Gentry*, edited by MARGARET PARK REDFIELD. Chicago: University of Chicago Press, 1953. 289 p. Six life histories of Chinese gentry families. Discussion of a merchant may be found on pp. 100-104, 225-241.

500.050107\_\_\_\_\_. *Peasant Life in China: A Field Study of Country Life in the Yangtze Valley*. New York: Oxford University Press, 1946. 300 p. Studies a small rural village 80 miles from Shanghai. Ten chapters deal with economic aspects of Chinese village life, including one on marketing. One of the few books that deal with the story of Chinese village life as learned from first hand knowledge.

500.050108\_\_\_\_\_. "Peasantry and Gentry: An Interpretation of Chinese Social Structure and Its Changes," *American Journal of Sociology*, Vol. 52 (July 1946), 1-17.

The buying and selling by the peasants at the rice stores is discussed. Pages 6-7 also tell of the periodical market that was sufficient for the peasants' needs.

500.050109 FEI, HSIAO-TUNG, and CHANG, CHIH-I. *Earthbound China: A Study in Rural Economy in Yunnan*. Revised English edition prepared in collaboration with PAUL COOPER and MARGARET PARK REDFIELD. Chicago: University of Chicago Press, 1945. xviii, 319 p.

This book answers the question, "How do villages in the interior of China live on the land?" and, in answering it, reveals a great deal about the economy of the rural people.

- 500.050110 GAMBLE, SIDNEY D. *North China Villages: Social, Political, and Economic Activities Before 1933*. Berkeley: University of California Press, 1963. 352 p.  
Contains material on provinces of Hopei, Shansi, Honan, and Shantung before the Japanese invasion. Description of organization and administration of certain villages and of their economic life.
- 500.050111 \_\_\_\_\_. *Ting Hsien: A North China Rural Community*. New York: Institute of Pacific Relations, 1954. xxv, 472 p.  
Extensive information about business and industry in a Chinese community of 443 smaller villages.
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- 500.050113 LANG, OLGA. *Chinese Family and Society*. Published under auspices of International Secretariat, Institute of Pacific Relations, and the Institute of Social Research, New Haven, Conn.: Yale University Press, 1946. xii, 395 p.  
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- 500.050115 MURPHEY, RHOADS. *Shanghai: Key to Modern China*. Cambridge, Mass.: Harvard University Press, 1953. xii, 232 p.  
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- 500.050116 ODAKA, K. *Economic Organization of the Li Tribes of Hainan Island*. Yale University, Southeast Asia Studies, Translation Series, New Haven, Conn., 1950. 95 p.  
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- 500.050117 SPENCER, JOSEPH EARLE. "Changing Chungking, The Rebuilding of an Old Chinese City," *Geographical Review*, Vol. 29 (January 1939), 46-60.  
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- 500.050118 \_\_\_\_\_. "Salt in China," *Geographical Review*, Vol. 25 (July 1935), 353-366.  
Discusses the production of salt and, on pp. 360-364, the marketing of the salt by merchants operating as private businessmen in an open market. Goes into detail on the marketing of the salt in the Yangtze valley—the itinerant wholesale-retail peddler, the transportation and packaging of salt, and the organization of the Salt Merchants' Guild.
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500.050120 YANG, CHING-KUN. *North China Local Market Economy*. New York: Institute of Pacific Relations, 1944. 41 p.

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- 500.050211 "Opening up of China's Hinterland," *Far Eastern Economic Review*, April 7, 1955.
- 500.050212 PERKINS, DWIGHT H. *Market Control and Planning in Communist China*. Cambridge, Mass.: Harvard University Press, 1966. 291 p.
- 500.050213 WU, YUAN LI. *The Economy of Communist China*. New York: Praeger, 1966. 225 p.  
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- 500.0602 "Hong Kong: A Market Study," *International Trade Review*, March 1959, 34.  
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- 500.0603 "Hong Kong Vegetable Marketing Organization," *Far Eastern Economic Review*, October 14, 1954, 504-506.  
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## 500.07 India

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Subtitled "Report of an Experiment," this deals with a pilot survey on textiles. Buying habits and consumer preferences for material for common garments were determined.
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- 500.0704 BEALS, ALAN ROBIN. "Interplay Among Factors of Change in a Mysore Village," in *Village India*, ed. by MC KIM MARRIOTT. Chicago: University of Chicago Press, 1955. xix, 269 p.  
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- 500.0705 BHOWMICH, P. H. "Economic Life of the Lodhas," *Eastern Anthropologist*, Vol. 13 (March-May 1960), 105-120.
- 500.0706 BHUSHAN, JAMILA B. *The Costumes and Textiles of India*. New York: International Publications Service, 1959. xx, 92, 87 p.

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- 500.0707 BOMBAY. Expert Committee on the Review of the Bombay Agricultural Produce Markets Act. *Report, 1939*. Bombay: Government Central Press, 1956. 387 p.

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- 500.0708 CHAND, K. "Warehousing in India," *All India Co-operative Review*, Vol. 22 (November 1956), 417-421.

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- 500.0709 CHAUHAN, D. S., and RAGHUBANSHI, C. S. "Cost and Profit in Storing Agricultural Products," *Economic Weekly* (Bombay), Vol. 9 (February 9, 1957), 231-232; (February 16, 1957), 256-259; (March 3, 1957), 302.

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- 500.0710 CHHATWAL, KULINDER. "Marketing of Bicycles in India," Unpublished Master's thesis, University of Rochester (New York), June, 1962.

- 500.0711 CHOKHAWALA, VIPIN. "Advertising in India," Unpublished Master's thesis, New York University, June, 1962.

- 500.0712 CRANE, ROBERT I. "Urbanism in India," *American Journal of Sociology*, Vol. 60 (March 1955), 463-470.

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- 500.0713 DESPANDE, C. D. "Market Villages and Periodic Fairs of Bombay Karnatak," *Indian Geographical Journal*, Vol. 16 (1941), 327-337.

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- 500.0714 DHOLAKIA, H. L. *Futures Trading and Futures Markets in Cotton*. (2nd rev. ed. ). Bombay: New Book Co., 1949. 280 p.

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- 500.0715 DUBE, SHYAMA CHARON. *Indian Village*. Ithaca, N.Y.: Cornell University Press, 1955. xiv, 248 p.

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- 500.0716\_\_\_\_\_. *The Kamar*. Lucknow, India: The Universal Publishers, 1951. 216 p.

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- 500.0717 EPSTEIN, T. S. *Economic Development and Social Change in South India*. New York: Humanities Press, 1962. xvi, 353 p.

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- 500.0718 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of India on Grain Storage*, by L. S.

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- 500.0720 GADGIL, D. R., and GADGIL, V. R. *A Survey of Marketing of Fruit in Poona*. Gokhale Institute of Politics and Economics. Poona City: Printed by A. V. Patvardhan, 1933. viii, 184 p.

- 500.0721 GHURYE, G. S. *After a Century and a Quarter: Lonikand Then and Now*. Bombay: Popular Book Depot, 1960. xi, 126 p.

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- 500.0722 GOUGH, E. KATHLEEN. "The Social Structure of a Tanjore Village," in *Village India*, ed. by MC KIM MARRIOTT. Chicago: University of Chicago Press, 1955. xix, 269 p.

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- 500.0723 GOVIL, KANHAIYA L. *Marketing in India*. Cawnpore: Gautam Bros., 1943. x, 439 p.

- 500.0724 GRIFFITHS, PERCIVAL. *Modern India*. New York: Praeger, 1957. 262 p.

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- 500.0725 GUPTA, S. S. "Changing Consumption Patterns in the Villages of the District Aligarh," *AICC Economic Review*, Vol. 2 (1960), 127-129.

- 500.0726 HARPER, EDWARD B. "Two Systems of Economic Exchange in Village India," *American Anthropologist*, Vol. 61 (October 1959), 760-778.

- 500.0727 HIRSCH, LEON V. *Marketing in an Underdeveloped Economy: The North Indian Sugar Industry*. Englewood Cliffs, N. J.: Prentice-Hall, 1962. xix, 392 p.

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- 500.0728 \_\_\_\_\_. "Wholesaling in India," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed. 126-155. Homewood, Ill.: Richard D. Irwin, 1963. xii, 317 p.

- 500.0729 HYDERABAD, INDIA. MARKETING DEPT. *Report of the Ad Hoc Sub Committee*. Hyderabad: Government Press, 1955. 136 p.

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- 500.0730 JATHAR, G. B., and JATHAR, K. G. *Indian Economics*. London: Oxford University Press, 1957. 479 p.

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cussed on pp. 77-80; grading, pp. 80-81; industrial cooperatives, p. 132; domestic marketing of small scale industries, pp. 171 ff.

- 500.0731 "India," *Economic Development and Cultural Change*, April 1959. Whole issue devoted to India. Subjects discussed by a variety of authorities are: economic planning, population growth, public and private business, employment and unemployment, agriculture, capital formation, entrepreneurship, and inflation.
- 500.0732 DIRECTORATE OF MARKETING AND INSPECTION. *Administrative Report for the Period 1949 to 1954*. Delhi: Manager of Publications, 1956. 87 p.  
Review of measures undertaken by the Directorate to improve marketing efficiency. The impact of the introduction of grading on the marketing of ghee, edible oils, eggs, potatoes, cotton, rice, tobacco, sann hemp, wool, kapok, goat skins, bristles and a few minor commodities is discussed.
- 500.0733 INDIA. MINISTRY OF AGRICULTURE. *Report on the Marketing of Linseed in India*. Delhi: Manager of Publications, 1956. iii, 324 p. Describes and discusses supply and utilization patterns, preparation for the market, methods of assembly and distribution, storage and transport, prevailing standards of weights and measures, grading practices, marketing margins, and prices.
- 500.0734 INDIA. MINISTRY OF FOOD. *Report of the Foodgrains Procurement Committee, 1950*. Delhi: Manager of Publications, 1950. 185 p. Assesses the effectiveness and limitations of several state foodgrain procurement and distribution schemes employed in India. Concludes that monopoly control offers the only solution to stabilize prices and insure supplies to consumers in periods of shortages. The outline of an integrated foodgrain procurement-distribution scheme is presented.
- 500.0735 INDIA. MINISTRY OF FOOD AND AGRICULTURE. *Agricultural Produce (Grading and Marketing) Act, 1937, with Rules Made Prior to 31st December 1946*. Delhi: Manager of Publications, 1947. 119 p.  
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- 500.0736\_\_\_\_\_. *Brochure on the Grading of Tobacco in India*. New Delhi: Government of India Press, 1952. 33 p.  
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- 500.0737\_\_\_\_\_. *Bulletin on the Marketing of Sann Hemp in India*. Delhi: Manager of Publications, 1948.  
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- 500.0738\_\_\_\_\_. *Regulated Markets, Vol. I. Legislation*. Delhi: Manager of Publications, 1956, 153 p.  
A general description of the "regulated market," its purpose and functions and of the legal framework within which it operates. A given area may be designated as a "regulated market"; only duly accredited and licensed dealers may operate in this area; marketing charges are limited; weights and measures and trading practices are controlled; a market committee representative of producers, dealers, and the state supervises the "market."

- 500.0739\_\_\_\_\_. *Report of the Cotton Marketing Committee*. Delhi: Manager of Publications, 1952. 107 p.  
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- 500.0741\_\_\_\_\_. *Report on the Marketing of Coconuts and Coconut Products in India*. Delhi: Manager of Publications, 1945.  
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- 500.0746\_\_\_\_\_. *Report on the Marketing of Meat in India*. Delhi: Government of India Press, 1955. 259 p.  
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- 500.0747\_\_\_\_\_. *Report on the Marketing of Potatoes in India*. Rev. ed. New Delhi: Government of India Press, 1955. 116 p.  
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- 500.0748\_\_\_\_\_. *Report on the Marketing of Poultry in India*. Delhi: Manager of Publications, 1956.  
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- 500.0750\_\_\_\_\_. *Report on the Marketing of Sheep and Goats in India*. Delhi: Manager of Publications, 1946.  
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- 500.0751\_\_\_\_\_. *Report on the Marketing of Skins in India*. Rev. ed. Delhi: Manager of Publications, 1954.  
Describes supply and utilization patterns, preparation for the market, methods of assembly and distribution, storage and transport, standards of weights and measures in current use, grading practices, marketing margins, and some price characteristics.
- 500.0752\_\_\_\_\_. *Report on the Marketing of Tapioca in India*. New Delhi: Government of India Press, 1956. 72 p.  
Discusses the importance of the tapioca industry, methods of production, processing, distribution, market news and prices; points out the diverse standards used and recommends the reorganization of the industry along cooperative lines.
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- 500.0754 INDIAN. National Planning Committee. *Rural Marketing and Finance*. Bombay: Vera and Co. Publishers Ltd., 1947. 156 p.  
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- 500.0756\_\_\_\_\_. "Regulated Markets in Bombay State." *Bombay Co-operative Quarterly*, April 1955, p. 289-294.  
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- 500.0757 LEWIS, OSCAR. "Peasant Culture in India and Mexico. A Comparative Analysis," in *Village India*, edited by MC KIM MARRIOTT. Chicago: University of Chicago Press, 1955. xix, 269.  
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- 500.0758 \_\_\_\_\_. *Village Life in Northern India: Studies in a Delhi Village*. Urbana, Ill.: University of Illinois Press, 1958. xiii, 384 p.  
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- 500.0759 MADALGI, S. S. "Stabilization of Agricultural Prices in India," *Indian Journal of Agricultural Economics*, Vol. 11 (October-December 1956), 31-37.  
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- 500.0761 \_\_\_\_\_. *A Tribe in Transition*. London: Longmans, Green, 1937. 216 p.  
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- 500.0762 MANN, HAROLD H. *Land and Labour in a Deccan Village*. University of Bombay Economic Series No. 1. London and Bombay: Humphrey Milford, Oxford University Press, 1918. v, 184 p.  
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- 500.0768 MUKERJEE, RADHAKAMAL. "Caste and Social Change in India," *American Journal of Sociology*, Vol. 43 (November 1937), 377-390.  
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- 500.0771 NEALE, WALTER C. *Economic Change in Rural India: Land Tenure and Reform in Uttar Pradesh, 1800-1955*. New Haven, Conn.: Yale University Press, 1962. xii, 333 p.  
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- 500.0773 NEALS, ALAN R. *Gopalpur, A South Indian Village*. New York: Holt, Rinehart and Winston, 1962. 100 p.  
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- 500.0774 PARARESWARAN, K., and WATSON, D. LOW. "Market Research in India," *Commentary*, Spring 1964, 7-13.  
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- 500.0775 PATANKER, V. N., and RAJAGOBAL, S. *Market Research in Textile Industry, Part I. Sales Organization in a Textile Mill*, ATIRA Research Notes. Vol. VII, No. 1. Ahmedabad, India; India: Ahmedabad Textile Industry's Research Association, January, 1957. 16 p.  
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- 500.0780 RAO, R. PRAKASH. "Village Organization and Authority Among the Lambadas of the Deccan," *Eastern Anthropologist*, Vol. 8 (September-November 1954), 3-12.  
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- 500.0782 RESERVE BANK OF INDIA. Agricultural Credit Dept. *Fruit Marketing Co-operative*. Bombay, 1951. 70 p.  
A concise survey of cooperative fruit marketing in India and other countries to determine the factors making for success.
- 500.0783 ROSEN, GEORGE. *Industrial Change in India*. Glencoe, Ill.: Free Press, 1958. 243 p.  
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- 500.0786 SAUNDERS, ALBERT JAMES. "The Sourashtra Community in Madura, South India," *American Journal of Sociology*, Vol. 32 (March 1927), 787-799.  
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- 500.0787 SERVICE, ELMAN R. *A Profile of Primitive Culture*. New York: Harper, 1959. 474 p.  
Includes economic aspects of folk society in village in India.
- 500.0788 SETHI, NARENDRA K. "Advertising in India," *International Advertiser*, July, 1963, 11-12.  
The status of marketing strategy in India with emphasis on advertising, a relatively new concept there.
- 500.0789 SINGH, R. L. *Banaras: A Study in Urban Geography*. Banaras, India: Nand Kishore and Bros., 1955. xv, 184 p.

Retail areas of city are described. Importance of trade and transportation as means of earning livelihood is discussed.

- 500.0790 SLATER, GILBERT. *Some South Indian Villages*. "University of Madras Economic Studies," Vol. I. Bombay, India: Oxford University Press, 1918. 265 p.

The economy of these villages is the main point considered.

- 500.0791 SPATE, O. A. K., and AHMAD, ENAYAT. "Five Cities of the Gangetic Plain: A Cross Section of Indian Cultural History," *Geographical Review*, Vol. 40 (April 1950), 260-278.

References to the location and importance of the retail areas and the trade in Benares, Allahabad, Agra, Lucknow, and Cawnpore.

- 500.0792 SPEAR, PERCIVAL. *India. A Modern History*. Ann Arbor, Mich.: University of Michigan Press, 1961. x, 491 p.

Scattered references to the role of the merchant and tradesmen in India's history, pp. 71-72, 83, 91, 153-156, 157, 300.

- 500.0793 SPIRAMAN, S. K. "Marketing of Groundnuts in the Regulated Markets," *All India Co-operative Review*, Vol. 21 (September 1955), 372-377.

Improved practices in regulated markets for groundnuts, such as supervised weighing and purchasing by closed tender, have enhanced producers' returns. Suggests a further tie-up between credit cooperatives and regulated markets to displace middlemen and commission agents whose services are regarded as superfluous and costly.

- 500.0794 SRINIVAS, M. N. "The Social System of a Mysore Village," in *Village India*, edited by MC KIM MARRIOTT. Chicago: University of Chicago Press, 1955. xix, 269 p.

References to marketing practices, pp. 1, 8-11, 16.

- 500.0795 SRIVASTA, R. S. *Agricultural Marketing in India and Abroad*. Bombay, India: Vora and Co., 1960.

- 500.0796 "Trends in the Operation Techniques and Organisation of Agricultural Marketing in India," *India Journal of Agricultural Economics*, Vol. 12 (April-June 1957), 182-238.

A series of papers (proceedings of the 7th conference, 1956, of the Indian Society of Agricultural Economics) by various authors; that, by M. L. Dantwala, is notable for its analysis of the objectives and methods of marketing reform in India. The succeeding articles are interesting as a review of progress and trends in different marketing sectors.

- 500.0797 VIJAYAKAR, ANIL M. "Marketing of Pharmaceuticals in India," Unpublished Master's thesis, New York University, October, 1962.

- 500.0798 WALTERS, J. H., Jr. "Distributing Fertilizers by Administrative Order in India," *Journal of Marketing*, Vol. 24 (January 1960), 70-72.

A case study of what happens when a government makes decisions instead of permitting them to be made in the marketing place.

- 500.0799 WESTFALL, RALPH L., and BOYD, HARPER, W., JR. "Marketing in India," *Journal of Marketing*, Vol. 25 (October 1960), 11-17.

Describes the marketing activities of manufacturers, wholesalers, and retailers. While pointing out that specific weaknesses in the marketing system, the possibilities of improving Indian conditions with modern techniques is discussed.

See also DOUGLAS, G. W. (Asia); DOUGLAS, WILLIAM O. (Middle East); KUZNETS, SIMON S. (Brazil).

## 500.08 Indonesia

- 500.0801 BLACKWOOD, MILTON B. "The Market in Indonesia." *Foreign Trade*, Vol. 111 (April 11, 1959), 20-23.  
A market survey of Indonesia.
- 500.0802 BOEKE, J. H. *The Structure of Netherlands Indian Economy*. New York: International Secretariat, Institute of Pacific Relations, 1942. x, 201 p.  
Basic economic problems in Indonesia just prior to the Japanese occupation. Subjects include social and economic needs of the villages, place of money in the economy, characteristics of the economic contact between the Indonesian and Western colonial groups. Village trading, pp. 35-39, 57-67; types of markets, pp. 72-75; urban markets, p. 169.
- 500.0803 BROEK, JAN O. M. *Economic Development of the Netherlands Indies*. New York: International Secretariat, Institute of Pacific Relations, 1942. xv, 172 p.  
Problems of production and trade in Indonesia in the decades prior to World War II. Scattered references to domestic production and marketing. Specific references on pp. 34-41.
- 500.0804 CALDWELL, LYNTON K., and TIMMS, HOWARD L. *Development for Managerial Resources of Indonesia*. Bloomington: Indiana University, 1958. 55 p.
- 500.0805 CATOR, WRISTER JANS. *The Economic Position of the Chinese in the Netherlands Indies*. Chicago: University of Chicago Press, 1936. xi, 264 p.  
The influence of the Chinese community in Indonesia on industry, commerce, trade, and agriculture.
- 500.0806 CHECCHI AND COMPANY. *Report on Indonesia Cooperatives*. Washington, D.C., 1956. 2 vols. 224 p.  
Prepared for the Freedom Fund, Inc., this study deals with the nature and problems of the cooperative movement in Indonesia, giving information on the political, social, and economic background.
- 500.0807 COVARRUBIAS, MIGUEL. *Island of Bali*. New York: Knopf, 1937. xxv, 417 p.  
A survey of the life and culture of the Balinese. The organization of the village, labor, domestic life, and rice culture are of special interest.
- 500.0808 DEWEY, ALICE G. *Peasant Marketing in Java*. New York: The Freedom Press of Glencoe, 1962. xxi, 238 p.  
A description of the Modjokuto market based on field work done in the area. Modjokuto is the commercial, educational, and administrative center for an area of eighteen villages.
- 500.0809 DJAKARTA. Universitas Indonesia. Institute for Economic and Social Research. *Rice Marketing in the Republic of Indonesia*, prepared by L. A. MEARS. Djakarta, 1957. 141, 205 p.  
A thorough analytical study featuring both the application of modern research techniques and the use of survey personnel with an intimate knowledge of local conditions. Covers production, consumption, marketing organizations and operations, processing, storage, grading, transport, prices, marketing costs and margins, credit, and government controls.
- 500.0810 FURNIVALL, J. S. *Netherlands India: A Study of Plural Economy*. New York: Macmillan, 1944. xxiv, 503 p.

A study of the economic, political, and social developments during the Dutch regime as they exist in a society in which two distinct social orders operate side by side. Discussion includes agricultural and mineral production, industry, and commerce.

- 500.0811 GEERTZ, CLIFFORD. *Peddlers and Princes: Social Change and Economic Modernization in Two Indonesian Towns*. Chicago: University of Chicago Press, 1963. 162 p.

This study compares the entrepreneurial groups in two Indonesian towns, one Javanese and one Balinese. It analyzes the process of economic growth in terms of the people and their behavior patterns. The entire book is of special interest to marketers.

- 500.0812 \_\_\_\_\_. "Religious Beliefs and Economic Behavior in a Central Javanese Town," *Economic Development and Cultural Change*, Vol. 4 (January 1956), 134-158.

Shows influence of religious beliefs on patterns of trade.

- 500.0813 GOODFRIEND, ARTHUR. *Rice Roots. An American in Asia*. New York: Simon and Schuster, 1958. 209 p.

Discusses the cooperatives and the people's attitudes towards them.

- 500.0814 HATTA, MOHAMMED. *The Co-operative Movement in Indonesia*. Edited by GEORGE MC T. KAHIM. Ithaca, N.Y.: Cornell University Press, 1957. 121 p.

- 500.0815 HAWKINS, EVERETT DAY; PALMER, LESLIE H.; and GUTHRIE, HAROLD W. *Entrepreneurship and Labor Skills in Indonesian Economic Development: Symposium*. New Haven, Conn.: Yale University Southeast Asian Studies; Distributed by Cellar Book Shop, Detroit, 1961. 140 p.

Three essays discussing manufacturing and labor problems in Indonesia relating to economic growth and development, using the batik industry as their subject.

- 500.0816 *Indonesian Town: Studies in Urban Sociology*. Selected Studies on Indonesia by Dutch Scholars, Vol. 4. New York: Institute of Pacific Relations, 1958. xxiv, 379 p.

Written by a group of Dutch scholars, this book includes studies on town development, living conditions of coolies, and mortality rates in different Indonesian communities.

- 500.0817 "The Influence of Prevailing Market Conditions on Native Agriculture," *Netherlands Indies*, Vol. 3 (1935), 281-282.

- 500.0818 JAY, ROBERT. *Village Life and Rural Economy*. Glencoe, Ill.: Free Press, [1960?]

Another of the studies made in the area of Modjokuto, a commercial center for an area of eighteen villages. Study includes consideration of all aspects of economy of the village.

- 500.0819 KEYFITZ, NATHAN. "The Ecology of Indonesian Cities," *American Journal of Sociology*, Vol. 66 (January 1961), 348-354.

The role of Indonesian cities as trade centers and the changes which are taking place within them.

- 500.0820 LEUR, JACOB C. VAN. *Indonesian Trade and Society: Essays in Asian Social and Economic History*. Transl. by JAMES S. HOLMES and A. VAN MARLE. Published for the Royal Tropical Institute, Amsterdam,

1955. New York: Institute of Pacific Relations. 465 p.  
Historical development of both local and regional markets.

- 500.0821 MC VEY, RUTH T. *Indonesia*. Southeast Asia Studies, Yale University. New Haven, Conn.: Human Relations Area Files Press, 1963. 600 p. Includes Chapter 5, "From Colonial to the Guided Economy," by DOUGLAS S. PAAUW, pp. 155-247. Other scattered references.
- 500.0822 MEARS, L. A., and ALIFF, S. "Relationships Between Stalk Paddy and Home-Pounded Rice Prices in the Dessa Market," *Ekonomi dan keuangan Indonesia* (Economics and Finance in Indonesia), October 10, 1957, 658-668.  
A study designed to help farmers decide whether it is more advantageous to sell their rice as stalk paddy or as home-pounded rice.
- 500.0823 ROBEQUAIN, CHARLES EDOUARD. *Malaya, Indonesia, Borneo and the Phillipines*. A Geographical, Economic, and Political Description of Malaya, the East Indies, and the Phillipines. Translated by E. D. LABORDE. Issued in cooperation with the International Secretariat, Institute of Pacific Relations. London: Longmans, Green, 1954. xi, 456 p.  
Part 3, "Colonial Expansion and Its Effect on the Economic System," deals with commerce and trade, the development of scientific and peasant agriculture, the economic system, and problems associated with industrialization.
- 500.0824 SELOSOEMARDJAN. *Social Changes in Jogjakarta*. Published under the auspices of the Modern Indonesia Project, Southeast Asia Program, Cornell University. Ithaca, N.Y.: Cornell University Press, 1962. xxvii, 440 p. Discusses changes which have taken place in this area of Central Java since 1942, including changes in economic patterns, and the problems growing out of these changes.
- 500.0825 TAMMES, P. M. L. "Curing Copra on Smallholdings in Indonesia," *South Pacific Commission Quarterly Bulletin*, April 1956, 20-22.  
A brief description of several methods of copra making practiced in Indonesia.
- 500.0826 TEN DAM, HENDRICK. "Cooperation and Social Structure in the Village of Chibodas," in *Indonesian Economics*, W. F. WERTHEIM, ed., 345-382. Published by the Royal Tropical Institute, Amsterdam. The Hague: W. Van Hoeve Publishers, 1961. 443 p.  
References specifically on marketing are pp. 363-365, 369, and 381-382.
- 500.0827 T'IEN, JU-KANG. *The Chinese of Sarawak*. Monographs on Social Anthropology No. 12. London: London School of Economics and Political Science, University of London. no date.  
A description of the rubber trade between Sarawak Chinese shop owners is given on p. 95.
- 500.0828 VAN GELDEREN, JACOB. "The Economics of the Tropical Colony," in *Indonesian Economics*, W. F. WERTHEIM, ed., 111-164. Published by the Royal Tropical Institute, Amsterdam. The Hague: W. Van Hoeve Publishers, 1961. 443 p.  
While the entire article is of interest, special marketing references are on pp. 124-129, 141-151.
- 500.0829 WERTHEIM, W. F. *Indonesian Society in Transition. A Study of Social Change*. The Hague and Bandung: W. Van Hoeve, 1956. ix, 360 p. Indonesian social history as a background for understanding present changes and conditions. Discusses shifts in the economic system, too.

- 500.0830 \_\_\_\_\_, ed. *The Indonesian Town: Studies in Urban Sociology*. Published for the Royal Tropical Institute, Amsterdam. The Hague: W. Van Hoeve Publishers, 1958. 379 p.  
Considers all aspects of life within the city.
- 500.0831 WILLMOTT, DONALD EARL. *The Chinese of Samarang: A Changing Minority Community in Indonesia*. Ithaca, N.Y.: Cornell University Press, 1960. xii, 374 p.  
A descriptive account of the Chinese minority in central Java and an analysis of the social and cultural changes taking place among the Chinese and European people there. One chapter, "Occupations and Economic Activities," is of special interest.

## 500.09 Japan

- 500.0901 "Advertising Progress in Japan," *International Advertiser*, January 1964, 8-12, 18-22.  
Historical review of advertising in Japan, as well as discussion of changes in national life which go along with changes in media of advertising.
- 500.0902 *Agricultural Cooperatives in Japan*. Tokyo: Zenkoku Nogyokyadokumiai Chuokai, 1957. 36 p.  
Contains a section (p. 21-24) describing the marketing and warehousing of agricultural cooperatives and the extent of their operations in this field.
- 500.0903 ALTON, A. J., and TOTTEN, GEORGE O. "Trading Stamps in Japan—Boom in the Making?" *Journal of Marketing*, Vol. 29 (April 1965), 12-17.  
Analyzes rapid development of trading stamps in Japan, going into their history, their forms of use, consumer reactions, and the possible future of their use there.
- 500.0904 ARAKAWA, YUICHI. "Small Wholesalers in the Cotton Textiles Marketing in Japan," *Annals of the School of Business Administration, Kobe University*, No. 1 (1957), 59-93.
- 500.0905 BEARDSLEY, RICHARD K., HALL, JOHN W., and WARD, ROBERT E. *Village Japan*. Chicago: University of Chicago Press, 1959. xiv, 498 p.  
A study concerned with the rice-growing community of Niiike. Chapters on work, income, and expenditure. Marketing references, pp. 155, 281-283. Charts showing shop areas of two nearest shopping towns, pp. 282-283.
- 500.0906 CAMPBELL, ALEXANDER. *The Heart of Japan*. New York: Knopf, 1961. 298 p.  
Discusses present-day Japan. Has some excerpts on retail stores, clerks, etc., on pp. 4, 48-49, 49-50, 254.
- 500.0907 DORE, DONALD P. *City Life in Japan. A Study of a Tokyo Ward*. Berkeley, Calif.: University of California Press, 1958. 472 p. Reissued, 1962.  
Unusual street peddlers are described on pp. 17-18; domestic industries, pp. 53-54; a medicine peddler, p. 66; advantages in being a shopkeeper, pp. 202-203; and a lecture by a Buddhist priest on making a success of shopkeeping, pp. 341-342.
- 500.0908 DOWD, LAURENCE P. "Wholesale Marketing in Japan," *Journal of Marketing*, Vol. 23 (January 1959), 257-262.

Stresses the dominance of the wholesaler in Japanese marketing and indicates some of the reasons for it.

- 500.0909 ELGASS, GEORGE A., and DOWD, LAURENCE P. "Wholesaling in Japan," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed., 156-169. Homewood, Ill.: Richard D. Irwin, 1963. xii, 317 p.
- 500.0910 EMBREE, JOHN FEE. *Suye Mura. A Japanese Village*. Chicago: University of Chicago Press, 1939. xxviii, 354 p.  
Sidelights of marketing and trade within the village, pp. 21, 39-40, 53-55, 63-64.
- 500.0911 EYRE, JOHN D. "Sources of Tokyo's Fresh Food Supply," *Geographical Review*, Vol. 49 (October 1959), 455-474.  
Discusses the problems of merchants in keeping adequate supplies with the variety of sources which they have for obtaining goods.
- 500.0912 FLAGLER, J. M. "Letter from Sendagaya," *The New Yorker*, Vol. 40 (August 15, 1964), 86-102.  
A description of the Sendagaya section of Tokyo, including a pattern of the lay-out of Tokyo, description of shopping streets, etc.
- 500.0913 HIGASHIUCHI, YOSHIO. "Japanese Newspapers Are Still Supreme in Advertising," *The International Advertiser*, March 1965, 18-21.  
Discusses position of newspaper advertising in Japan and the products which are advertised in this way.
- 500.0914 HIRAI, YASUTARO. "Department Stores as Retail Distribution Markets in Modern Cities," *Journal of Kobe University of Commerce*, 1938, 1-40.
- 500.0915 HIRATA, JUNJI, and others. "Marketing Research Practices and Problems in Japan," *Journal of Marketing*, Vol. 25 (April 1961), 34-37.  
Modern marketing research methods applied in the planning of the rebuilding of Japan's productive facilities after World War II.
- 500.0916 ISHIDA, HIROSHI. *Mechanization of "Up-Oxen" Trade, to Kinai Plains from Chugoku Mountains, With Special Reference to Cattle Dealers and Markets*. Bulletin No. 11. School of Education, Okayama University, March 1961, 1-27.  
With English summaries.
- 500.0917 ISHIDA, HIROSHI, and YUICHRIO, SATO. *A Study of a Cattle Fair in Chugoku Mountain Region. The Case of Kuse Cattle Fair in Okayama Province*. Bulletin No. 7, School of Education, Okayama University, March 1959, 41-59.  
With English summaries.  
Tells of the semi-annual Kuse cattle fair.
- 500.0918 IZAWA, M. *Distribution of Perishable Food*. Tokyo: Perishable Food Association of Japan, 1956. 13 p.  
The preservation and distribution of perishable foods is an unexplored area in Japan and will require new transport, storage, processing and handling methods and facilities. Current developments are reviewed briefly, together with the part played by wholesale markets.
- 500.0919 JAPAN. Economic Research Institute. *National Income Accounts, 1957, and National Wealth Survey, 1955*. Economic Bulletin No. 1. Tokyo, 1959. 72 p.



- 500.0920 JAPAN PRODUCTIVITY CENTER. *Marketing in Japan's Iron and Steel Industry*, by Iron and Steel Market Research Specialists Study Team. Tokyo, 1959. 180 p.
- 500.0921 \_\_\_\_\_. *Marketing in Japan*, by Marketing Specialists Study Team II. Tokyo, 1958. 58 p.
- 500.0922 *Japanese Small Enterprises and Their Market Analysis*. Small Business Market Analysis Team, International Cooperation Administration, Japan Productivity Center, 1961.
- 500.0923 KAKIUCHI, GEORGE H. "The Rise and Development of the Fruit Industry on the Okayama Plain," Unpublished doctoral dissertation, University of Michigan, 1958.
- 500.0924 KAKIUCHI, GEORGE H., and MURAKAMI, SETSUTARO. "Satsuma Oranges in Ocho-Mura," *Geographical Review*, Vol. 51 (October 1961), 500-518.  
The processing and marketing of the fruit, pp. 516-518.
- 500.0925 KANN, STEPHEN W. "Green Tea and Geishas," *The International Advertiser*, March 1965, 13-17, 38.  
Discusses the distribution system in Japan, with many middlemen, and most consumer goods passing through many hands before reaching the consumer.
- 500.0926 KAWAMOTO, EISO. "Marketing and Advertising in Japan," *International Trade Review*, October 1964, 44-45, 65-66.  
Problems of Japanese business men in marketing and advertising, because of chaotic situation in Japanese market structure with its complex position of distribution.
- 500.0927 KIRK, WILLIAM. "Culture Patterns Among the Ainu of Japan," *Sociology and Social Research*, Vol. 24 (March-April 1930), 303-316.  
Barter and the making of wooden curios for sale throughout Japan are discussed in this article.
- 500.0928 LIVESTOCK MARKETING AND MEAT PROCESSING STUDY TEAM. *Meat Industry and Meat Situation in Japan*. Tokyo: Agriculture Productivity Conference, 1956. 17 p.  
Briefly describes the structure of the Japanese livestock and meat market and the role of various marketing agencies. Notes significant changes in dietary habits and in utilization patterns after the second world war. Meat marketing is still carried on mainly by numerous small handlers. The various market regulations and health and sanitary requirements are cited.
- 500.0929 LOCKWOOD, WILLIAM W. *The Economic Development of Japan*. Princeton, N. J.: Princeton University Press, 1954. vi, 602 p.  
A general view of the economy of Japan less than a decade after the close of World War II.
- 500.0930 MARAINI, FOSCO. *Meeting with Japan*. New York: Viking Press, 1959. 467 p.  
Throughout the book are references to markets and trade, both ancient and modern, although there are no particular citations possible.
- 500.0931 MOTORS TRADE ASSOCIATION OF JAPAN. *Automobile Statistics: Production, Registration, Export, 1959*. Tokyo, 1959. 23 p.
- 500.0932 \_\_\_\_\_. *Automobiles, 1959*. Tokyo: Motors Trade Association of Japan and Ministry of International Trade and Industry, 1959. 154 p.

- 500.0933 MURDOCK, GEORGE PETER. *Our Primitive Contemporaries*. New York: Macmillan, 1934. xxii, 614 p.  
Specialization and trade among the Ainus of northern Japan, pp. 170-171, 174.
- 500.0934 NORBECK, EDWARD. *Takashima, A Japanese Fishing Community*. Salt Lake City, Utah: University of Utah Press, 1954. xi, 232 p.  
Agriculture and fishing in a primitive village. Cooperatives also discussed.
- 500.0935 SMITH, THOMAS C. *The Agrarian Origins of Modern Japan*. Stanford, Calif.: Stanford University Press, 1959. 250 p.  
The growth of the market factor in changing man's ways and ideas is included in this study.
- 500.0936 UCHIDA, KATSUTOSHI. "Trading Firms of Japan," *Bulletin of the University of Osaka Prefecture*, Series D, Vol. 2 (1958), 97-107.
- 500.0937 UESAKA, S. *Production and Marketing of Table Eggs, Processed Egg Products and Fowl Meat in Japan*. Tokyo: Agricultural Productivity Conference, 1957. 9 p.  
Briefly describes the market structure and the marketing agencies. The private egg collector and the huckster still dominate the market, although cooperatives are playing an increasingly important role. As yet, there is little processing of either eggs or poultry meat.
- 500.0938 UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION. Japanese National Commission for UNESCO, *Japan: Its Land, People and Culture*. Tokyo: Printing Bureau, Ministry of Finance, 1958. 1077 p.  
A brief history of Japan and a comprehensive survey of modern Japan's government, people, foreign relations, health and social problems, economic plans, trade, commerce, industry, agriculture and tourism.
- 500.0939 VLADIMIR, IRWIN A. "Japanese Media: Offer Marketing Opportunity," *Media/scope*, Vol. 3 (July 1959), 71-75.  
A survey of radio, TV, magazine and newspaper, and outdoor advertising in Japan. Statistics on circulation are included.
- 500.0940 VOGEL, EZRA F. *Japan's New Middle Class. The Salary Man and His Family in a Tokyo Suburb*. Berkeley: University of California Press, 1963. xiii, 299 p.  
The life of a middle class man in modern Japan. Shopkeeper described, pp. 30-32 and 160.
- 500.0941 *What is Zenhanren?* Tokyo: Zenhanren, 1956. 18 p.  
Briefly describes the origin, structure and purchasing procedure of the National Federation of Agricultural Cooperative Marketing Associations (Zenhanren). Rice marketing is undertaken by the government and Zenhanren acts as its agent. The organization also handles a substantial part of the marketing of such commodities as barley, wheat and sweet potatoes.
- 500.0942 WOOD, NICHOLAS. "The 'Family Firm'—Base of Japan's Growing Economy," *American Journal of Economics and Sociology*, Vol. 23 (July 1964), 315-324.  
Tells of the place of Japan's family in her present day production and marketing of small manufactured goods.
- 500.0943 YASUDA, MASAYOSHI (ed.). *Small Business Marketing in Japan, 1959*. Tokyo: Japan Productivity Center, 1959. 42 p.

- 500.0944 ZIMMERMAN, M. M. "Self-Service Grows in Japan," *Super Market Merchandising*, February 1961, 79-82, 85.  
Informative article on the progress of the supermarket revolution in Japan. Operational problems are discussed. Includes pictures.  
*See also* KUZNETS, SIMON S. (Brazil)

## 500.10 Laos

- 500.1001 HALPERN, JOEL M. *Aspects of Village Life and Culture Change in Laos*. Special Report prepared for the Council on Economic and Cultural Affairs, Inc. New York, 1958. iii, 143 p.  
Takes up agricultural and economic problems in Laotian village life and tries to find some solutions for them. Compares data with Thailand. Includes illustrations and discussions on markets.
- 500.1002 \_\_\_\_\_. "Trade Patterns in Northern Laos," *Eastern Anthropologist*, Vol. 12 (December-February 1958-1959), 119-124.
- 500.1003 HUMAN RELATIONS AREA FILES. *Laos: Its People, Its Society, Its Culture*. New Haven, Conn.: Human Relations Area Files Press, 1960. 294 p.  
An excellent background for understanding the Laotian people and their country. Includes chapter on Laotian economy.

## 500.11 Malaysia

- 500.1101 BEVAN, J. W. L. *A Report on the Marketing of Smallholder's Rubber with Special Reference to the First Buyer Level*. [Kuala Lumpur?]: Rubber Research Institute of Malaya. 1956. 28 p.  
A study of the marketing structure for rubber and of the prevailing marketing margins; the report indicates that the bulk of the rubber trade is in the hands of Chinese dealers and that the average marketing unit in this group tends to be larger than among the Malays.
- 500.1102 COOKE, ELENA M. *Rice Cultivation in Malaya*. Singapore: Eastern Universities Press (Donald Moore), 1961. xi, 55 p.
- 500.1103 DOBBY, E. H. G. "Settlement Patterns in Malaya," *Geographical Review*, Vol. 32 (April 1942), 211-232.  
Villages made up of shops on rubber estates where imported necessities may be bought, pp. 227-228.
- 500.1104 FIRTH, RAYMOND. *Malay Fishermen: Their Peasant Economy*. Issued in cooperation with the Royal Institute of International Affairs and the Institute of Pacific Relations. London: Kegan Paul, Trench, Trubner, and Co., 1946. xii, 354 p.  
Chapters 1-9 survey the fishing industry in various sections of Malaya, describing internal organization, its productivity, planning, ownership of equipment, management of capital, credit system, marketing organization, etc.
- 500.1105 FIRTH, ROSEMARY. *Housekeeping Among Malay Peasants*. The London School of Economics and Political Science Monographs on Social Anthropology No. 7. London: Percy Lund, Humphries, and Co., for the London School of Economics and Political Science, 1943. vii, 198 pp. 2nd ed. London: Athlone Press, 1966. 242 p.  
Organization, practices, and problems of domestic life among the Malayan

peasants. Includes shopping and marketing. Pictures of bazaar scenes are included. Pages 90-105 are especially pertinent to marketers.

- 500.1106 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of the Federation of Malaya on the Marketing of Rice*, by A. M. Thomson. Extended Technical Assistance Program Report, No. 278. Rome, 1954. 74 p.  
Describes the various marketing operations and price and movements patterns in Malaya. The farmer's small share of consumers' expenditure for rice is attributed to credit problems, excessive marketing costs and margins, malpractices in handling and inadequate marketing facilities.
- 500.1107 GINSBURG, NORTON S., and ROBERTS, CHESTER F. *Malaya*. Seattle: University of Washington Press, 1958. 533 p.  
Based on a research project for the Human Relations Area Files, this describes and evaluates the environmental, social, economic, and political characteristics of Malaya and Singapore. Chapter, "The Economic System," includes domestic marketing. Special references, pp. 206, 211-215, 331, 337-338, 364-365.
- 500.1108 GULICK, J. M. *Malaya*. New York: Praeger, 1963. 256 p.  
Domestic trade is discussed, pp. 16, 58, 60, 68, 112, 172-173, 188 ff.
- 500.1109 HODDER, B. W. *Man in Malaya*. London: University of London Press, 1959. 144 p.  
Emphasis on trade and commerce of general economic life. Chapter IV, "Economic Life," includes domestic trade in its discussion.
- 500.1110 HUMAN RELATIONS AREA FILES. *North Borneo, Brunei, Sarawak, (British Borneo)*. New Haven, Conn: Human Relations Area Files Press, 1956. xi, 287 p.  
An overall view of the history, economy, society and culture of these areas. The study includes economy, industry, and trade.
- 500.1111 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *The Economic Development of Malaya*. Baltimore: Johns Hopkins University, 1955. xix, 707 p.  
A general survey which assesses the natural resources in Malaya, considers how they can be used for development, and then makes recommendations. Marketing of agricultural products, pp. 77-81; in Singapore, pp. 81-82; cooperatives, pp. 80-81, 221, 232-233.
- 500.1112 MALAYA (FEDERATION). *Annual Report, 1956*. Kuala Lumpur: Government Press, 1957. 495 p.  
Official reports, including trade and industry, information services, broadcasting, printing, transportation, and communications.
- 500.1113 MALAYA (FEDERATION) RICE COMMITTEE. *Final Report*. Kuala Lumpur: Government Press, 1956. ix, 139 p.  
Brings together the views of growers, traders, and outside marketing advisers on rice marketing in Malaya. Of particular interest is the discussion of means of tackling the problem of indebtedness among small producers and the provision of an efficient substitute for the merchant money-lender.
- 500.1114 MILLS, LENNOX ALGERNON. *Malaya: A Political and Economic Appraisal*. Minneapolis: University of Minnesota, 1958. xi, 234 p.  
While this is largely a discussion of politics, it does include some discussion of the marketing of rubber from the large rubber estates, pp. 171 ff., and some mention of the position of the Malay in the economic structure of pre-war Malaya.

- 500.1115 MORRISON, HEDDA. *Sarawak*. London: MacGibbon and Kee, 1957. 288 p.  
 "The Economic Framework," includes domestic distribution of goods, pp. 62-65. There are many excellent full-page pictures of production and of marketing.
- 500.1116 MURDOCK, GEORGE PETER. *Our Primitive Contemporaries*. New York: Macmillan, 1934. xxii, 614 p.  
 Specialization and trade among the Semang of the Malay peninsula, pp. 92-93.
- 500.1117 PURCELL, VICTOR WILLIAM. *The Chinese in Malaya*. Issued under the joint auspices of the Royal Institute of International Affairs and the Institute of Pacific Relations. New York: Oxford University Press, 1948. xvi, 327 p.  
 The part that the Chinese have played in the building of modern Malaya, including their role in the distributive trades, and their problems and politics.
- 500.1118 SARAWAK. *Annual Report, 1960*. Kuching: Sarawak Government Printing Office, 1961. 234 p.  
 Information in handbook style in regard to industries, commerce, communications.
- 500.1119 SIEVEKING, G. DE G. "The Stamped Wares from Johore Lama," *Journal of the Malayan Branch of the Royal Asiatic Society (Singapore)*, Vol. 29, Part I (1956), 194.
- 500.1120 SILCOCK, THOMAS H. *The Economy of Malaya: An Essay in Colonial Economy*. Singapore: Donald Moore, 1956. 55 p.  
 An effort to explain the three economies that make up Malaya's economic structure: the modified subsistence economy of rice and fish; the mercantile economy; and the plantation and mining economy.
- 500.1121 SKEAT, WALTER WILLIAM, and OTTO, CHARLES. *Pagan Races of the Malay Peninsula*. London: Macmillan, 1906. 2 vols.  
 A definitive work about the physical, racial, and cultural attributes of the different aboriginal tribes of Malaya. Includes their modes of barter.
- 500.1122 STEAD, RONALD. "The New Villages in Malaya," *Geographical Magazine*, Vol. 27 (April 1955), 642-652.  
 Village life, including trade, in the changing Malaysia.
- 500.1123 T'IEN, JU-K'ANG. *The Chinese of Sarawak: A Study of Social Structure*. London: Department of Anthropology, London School of Economics and Political Science, 1953. 91 p.  
 Shows reaction of the Chinese people of Sarawak to the changes taking place there. Two chapters of special interest: "Occupational Identification and the Bazaar Economy," and "Bazaar Economy and the Rubber Trade."
- 500.1124 WHARTON, C. R., JR. "Marketing, Merchandising, and Money-lending: A Note on Middleman Monopsony in Malaya," *Malayan Economic Review*, Vol. 7 (October 1962), 24-44.
- 500.1125 WILSON, T. B. "The Marketing of Durian Fruit from Parit District, Perak," *Malayan Agricultural Journal*, Vol. 37 (1954), 211-217.  
 Describes types of dealers, modes of transport from bicycle to river launch, trading practices and price behavior patterns. Indicates the highly fragmented nature of the trade and the sensitivity of retail prices to movements in supply from day to day and from season to season.

See also ROBEQUAIN, CHARLES EDOUARD (Indonesia); WALES, HORACE G. Q. (Asia); MC CARTHY, F. D. (Australia)

## 500.12 Nepal

- 500.1201 KARAN, PRADYUMNA P. *Nepal: A Cultural and Physical Geography*. Lexington, Kentucky: University of Kentucky Press, 1960. 100 p. Includes industry, transportation, and trade in this little studied country. Has a bibliography.

## 500.13 Okinawa

- 500.1301 GLACKEN, CLARENCE J. *The Great Loochoo: A Study of Okinawan Village Life*. Berkeley: University of California Press, 1955. 324 p. An anthropological study emphasizing the human geography of the forest, agricultural, and fishing villages in the Ryukyu Islands. Concentration is on the social structure as it is revealed in a study of the family systems, land tenure, and types of cooperative enterprises.
- 500.1302 PITTS, F. R., IEBRA, W. P., and SUTTLES, W. P. *Post-War Okinawa*. Scientific Investigations in the Ryukyu Islands. Report No. 8. Washington, D.C.: National Research Council, 1955. A study made at the same time as the one by GLACKEN. This one goes into rural economy, social organization, and other phases of life there.

## 500.14 Pakistan

- 500.1401 AHMAD, NAFIS. *An Economic Geography of East Pakistan*. London: Oxford University Press, 1958. xiv, 361 p. Since this book presents both the past and present geography of the area, the discussions of trade and commerce are found in two places: Chapter V (past) and Chapter IX (present). Both chapters deal with transportation as well.
- 500.1402 ALLEN, G. R. "Short Term Variations in Retailing Margins on Fruits in East Pakistan," *The Farm Economist*, Vol. 9 (1959), 259-266.
- 500.1403 ANDRUS, J. RUSSELL, and MOHAMMED, AZIZALI F. *The Economy of Pakistan*. Stanford, Calif.: Stanford University Press, 1958. xviii, 517 p. The marketing of food products is considered, pp. 26-55, and the marketing of cash crops, pp. 56-76.
- 500.1404 CHAUDRY, A. M. "Possibilities of Establishing a Wool Auction Mart at Karachi," *Co-operative Marketing Review*, Vol. 6 (1952), 109-112. A wool auction scheme for Karachi. Prior establishment of a grading system is an essential prerequisite.
- 500.1405 ELGAR, ZEKIYE. *A Punjabi Village in Pakistan*. New York: Columbia University Press, 1960. xv, 240 p. Special references to marketing and trade in the village, pp. 11-13, 16-18, 57-59, 63, and 179-180.
- 500.1406 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of Pakistan on Slaughterhouse Construction*, by H. THEIR. Extended Technical Assistance Program Report, No. 507. Rome, 1956. 49 p.

Discusses the economics of a proposed new slaughterhouse for Karachi in addition to furnishing details on equipment, location, business operation and current meat handling methods.

- 500.1407 "Hedge Contract in Karachi Cotton Market," *Pakistan Economist*, Vol. 6 (February 1954), 4-7, 14-15.  
The article evaluates the scope for a cotton futures market in Pakistan, and points out certain conditions needed for successful operation.
- 500.1408 HONIGMANN, JOHN J. *Three Pakistan Villages*. Chapel Hill, N.C.: Institute for Research in Social Science, University of North Carolina, 1958. 95 p.  
Marketing in the villages, pp. 6, 10-11, 34-35, 40-42, 78, and 82-83.
- 500.1409 OWEN, JOHN E. "Cooperatives in Pakistan," *Sociology and Social Research*, Vol. 64 (March-April 1960), 251-256.
- 500.1410 *Pakistan 1960-61*. Karachi: Pakistan Publications, 1961. 158 p.  
Marketing of products of small industries, p. 55; price controls, p. 57; and other scattered references.
- 500.1411 PAKISTAN. Cooperation and Marketing Adviser. *Handbook for the Grading of Wool in Pakistan*. Karachi: Manager of Publications, 1954. 38 p.  
The publication describes the rules and procedures governing the grading of wool in Pakistan. The Agricultural Produce Grading and Marketing Act, 1947, and the Wool Grading and Marketing Rules, 1953, are reproduced.
- 500.1412\_\_\_\_\_. *Report on the Marketing of Dates in Pakistan*. Karachi: Manager of Publications, 1953. 31 p.  
This is a study of the production, processing, transport, storage, distribution of dates, and of prices and margins.
- 500.1413\_\_\_\_\_. *Report on the Marketing of Fresh Fruits in Pakistan*. Karachi: Manager of Publications, 1958. x, 213 p.
- 500.1414\_\_\_\_\_. *Report on the Marketing of Rapeseed and Mustard in Pakistan*. Karachi: Manager of Publications, 1953. 147 p.  
Discusses demand and utilization patterns, seasonal price behavior, quality differentials, preparation for market and its cost, assembly and distributing agencies, marketing margins and processing, handling and transport practices.
- 500.1415\_\_\_\_\_. *Report on the Marketing of Tobacco in Pakistan*. Karachi: Manager of Publications, 1957. vi, 147 p.  
Covers utilization patterns, secular and seasonal price movements, market structure and agencies and government intervention.
- 500.1416\_\_\_\_\_. *Story of Pakmark Ghee*. Karachi: Manager of Publications, 1953. 17 p.  
Describes the processing and grading of ghee under the Pakmark scheme and its implementation.
- 500.1417 PEACH, W. N. *Basic Data on the Economy of Pakistan*. Karachi: Published under the auspices of the Institute of Public and Business Administration, University of Karachi, by the Oxford University Press, 1959. xx, 235 p.  
Contains tables of wholesale prices for different products within Pakistan as well as general cost of living index for industrial workers.
- 500.1418 UNITED NATIONS. Economic Commission for Asia and the Far East. *Marketing of Hides and Skins in Pakistan*. Bangkok, 1955. 81 p. (Annex A).

A report describing the production, utilization and the domestic and export marketing of hides and skins. Attributes the inferior quality of the product to poor flaying and curing, an inadequate market structure and lack of a suitable grading procedure.

See also DOUGLAS, G. W. (Asia)

## 500.15 Republic of the Philippines

500.1501 ARNOLD, JOHN R. "Municipal Market Buildings in the Philippines," *American City*, June 1913, 591-595.

500.1502 BARTON, ROY F. "Ifugao Economics," *University of California Publications in American Archaeology and Ethnology*, Vol. 15, 385-446. Trade among these contemporary primitives is discussed on pp. 427-431.

500.1503 \_\_\_\_\_. *The Kalingas: Their Institutions and Custom Law*. Chicago: University of Chicago Publications in Anthropology, 1949. xii, 275 p.

A tribe on northern Luzon, studied primarily from the viewpoint of an anthropologist and of one interested in jurisprudence. Includes trading; the partner relationships commonly found in mountain areas there; the peace pacts entered into by villages to ensure safeguards against the hazards of intercommunity trade.

500.1504 CASTRO, A. T. "The Retailing of Farm Products Through Roadside Markets," *Philippine Agriculturist*, Vol. 36 (September 1952), 195-209. Covers the range of items carried, prevailing practices, sources of supply, modes of transport, and costs and margins in certain provinces.

500.1505 CRESSEY, PAUL F. "Urbanization in the Philippines," *Sociology and Social Research*, Vol. 34 (July-August 1960), 402-409.

Tells mainly of Manila and five other cities including retail institutions.

500.1506 DEL FIERRO, V. F., JR. "The Live Poultry and Egg Markets of Manila After World War II," *Philippine Agriculturist*, Vol. 36 (August 1952), 131-139.

A survey of the types and sources of poultry and eggs sold, seasonal behavior of sales and prices, handling and transport practices, and the prevailing marketing margins for each product.

500.1507 FERRER, CORNELIO M. "The Cooperative Movement in the Philippines," *Philippine Sociological Review*, Vol. 4 (January 1956), 33-36.

500.1508 FINLEY, J. P. "Race Development by Industrial Means Among the Moros and Pagans of the Southern Philippines," *Journal of Race Development*, January, 1913.

Points out importance to the people of the system of exchanges, or trading stores, being established by the government throughout the territory.

500.1509 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. *Report to the Government of the Philippines on Economic Policies for Abaca*, by T. J. DAVIS. Extended Technical Assistance Program Report, No. 570. Rome, 1956. 37 p.

A survey of the Philippine abaca industry with a section on local assembly, distribution, processing and marketing margins.



- 500.1510 GOESCO, A. D. *Seasons and Prices*. Laguna: College of Agriculture, University of the Philippines, 1956. 39 p.  
A statistical study of seasonal price movements in the prices of principal commodities in the Philippines. An attempt is made to relate price movements to production patterns for some of the commodities. The marked seasonal price fluctuation of unprocessed as against processed commodities is indicated.
- 500.1511 HUMAN RELATIONS AREA FILES. *Area Handbook on the Philippines*. Chicago: University of Chicago for the Human Relations Area Files, 1956. 4 vols.  
A survey of the social, political, and economic organization of the Philippines, with information on the cultural background and social institutions. The economic section includes the history and character of the economy, agricultural patterns and problems, fishing, mining, forestry, industry, transportation, and trade.
- 500.1512 KEESING, FELIX M., and KEESING, MARIE. *Taming Philippine Headhunters. A Study of Government and of Cultural Change in Northern Luzon*. Stanford, Calif.: Stanford University Press, 1934. 288 p.  
The mountain people of northern Luzon were studied under the auspices of the International Research Committee of the Institute of Pacific Relations. Their socio-economic organization (the *baknang* system), trade and commerce among the people are among the subjects included. "Food-getting and Commerce," pp. 185-224; and pp. 62, 80-81, 201-206 are of special interest.
- 500.1513 MC INTYRE, WALLACE E. "The Retail Pattern of Manila," *Geographical Review*, Vol. 45 (January 1955), 66-80.  
Includes sections on "Neighborhood Stores," "Principal Thoroughfares," "Public Markets," and discussions of individual markets, as the Divisoria Market, with diagrams of stall arrangements. Has photographic illustrations and maps. Also has a chart of street front utilization in the Divisoria area. Discusses the *talipapas*, small-scale copies of the public market which are on private property.
- 500.1514 ROMANO, F. B. "Warehouses and Rice Mills in Some Towns of Nueva Ecija," *Philippine Agriculturist*, Vol. 38 (June-July 1953), 211-224.
- 500.1515 RUIZ, LEOPOLDO T. "The Cooperative Movement in the Philippines," *Sociology and Social Research*, Vol. 26 (May-June 1932), 412-423.  
Discussion of agricultural credit cooperative associations, cooperative marketing associations, and consumers' cooperatives; the government plans for organization and administration of the cooperative movement, and the need for government leadership.
- 500.1516 SCOTT, WILLIAM HENRY. "Economic and Material Culture of the Kalingas of Madukayan," *Southern Journal of Anthropology*, Vol. 14 (Autumn 1958), 318-337.  
Includes trade among these people of the Philippines (Northern Luzon).
- 500.1517 STANFORD RESEARCH INSTITUTE. *An Economic Analysis of Philippine Domestic Transportation. Vol. II: Commodity Flows and Passenger Movements*, by R. O. SHREVE and others. Menlo Park, Calif., 1957. xvi, 339 p.  
One of seven volumes on Philippine domestic transport. Vol. II describes and analyzes the assembly, processing, utilization and distribution of rice,

corn, sugar, coconut products, abaca, maguey, ramie and tobacco products and the types of processors and marketing channels involved.

- 500.1518 TABLANTE, N. B. "Marketing Cattle in the Province of Masbate," *Philippine Agriculturist*, Vol. 36 (June 1952), 51-59.  
A survey of prevailing prices and marketing costs in the marketing of cattle.
- 500.1519 TABLANTE, N. B., and AMURAO, I. A. "Marketing Coffee Produced in the Province of Batangas," *Philippine Agriculturist*, Vol. 36 (February 1953), 430-438.  
The study describes the processing of coffee, seasonal fluctuations in output and price, types of marketing channels, cost structure and marketing margins.
- 500.1520 TABLANTE, N. B., and SALAMT, C. P. "Consumer Preferences and Retail Purchases of Poultry and Eggs of 300 Households in Naga City," *Philippine Agriculturist*, Vol. 36 (November 1952), 317-321.  
The interviews showed a preference for locally produced fresh, large sized and white shelled eggs and partiality to pullets and white-skinned chickens. Chicken and eggs were purchased on an average of once a week.
- 500.1521 TABLANTE, N. B., and TOMBO, D. M., JR. "The Marketing of Mandarin, *Citrus Nobilis* Lour, Produced in 1951 in the Province of Batangas," *Philippine Agriculturist*, Vol. 35 (February 1952), 415-427.  
A general study of the marketing of mandarin in Batangas, Philippines, including a survey of prevailing marketing practices, costs, margins, and market outlets.
- 500.1522 ULLMAN, EDWARD L. "Trade Centers and Tributary Areas of the Philippines," *Geographical Review*, Vol. 50 (April 1960), 203-218.
- 500.1523 WICKBERG, EDGAR. *The Chinese in Philippine Life, 1850-1898*. New Haven, Conn.: Yale University Press, 1965. 288 p.  
Tells about the development of the economically powerful overseas Chinese communities. During the period studied in the Philippines, the Chinese population grew from 5,000 to 100,000. They were able to shift from an emphasis on small-scale retailing to a virtual monopoly of raw material collection and import distribution.  
See also ROBEQUAIN, CHARLES EDOUARD. (Indonesia).

## 500.16 Singapore

- 500.1601 BLAUT, JAMES M. "Chinese Market Gardening in Singapore: A Study in Functional Micro-Geography," Unpublished doctoral dissertation, Louisiana State University, 1958.
- 500.1602 \_\_\_\_\_. "The Economic Geography of a One-Acre Farm on Singapore Island," *Malayan Journal of Tropical Geography*, Vol. 1 (October 1953), 37-58.
- 500.1603 BURDON, T. W. *Fishing Industry of Singapore*. Rev. ed. Singapore: Donald Moore, 1957. 50 p.
- 500.1604 WILSON, JOAN. *The Singapore Rubber Market*. Singapore: Eastern Universities Press (Donald Moore), 1958. xii, 75 p.  
This study gives an introduction to the means by which the Singapore rubber market is organized and the contribution it makes to the commerce of Malaya and the southeastern section of Asia.

See also GINSBURG, NORTON S., and ROBERTS, CHESTER F. (Malaysia); INTERNATIONAL BANK (Malaysia).

## 500.17 South Korea

- 500.1701 DALLEY, CHARLES. *Traditional Korea*. New Haven, Conn.: Human Relations Area Files, 1954. ix, 187 p.  
One of the early surveys made by this group. Brings an overall view of the country in order to understand the people and their problems.
- 500.1702 DRUMMOND, W. M. "The Marketing of Farm Products," in *Rehabilitation and Development of Agriculture, Forestry, and Fisheries in South Korea* (New York: Columbia University Press, 1954), 263-276. (A report prepared for the United Nations Korean Reconstruction Agency by a mission selected by the Food and Agriculture Organization of the United Nations.)  
Describes the organization of the marketing of grains and other farm products, notes the inadequacy of processing and transport facilities, the need for government intervention under the prevailing circumstances, danger of "over-crowding" in the processing industry, the importance of marketing research and market information service.

## 500.18 Taiwan

- 500.1801 BEAUCLAIR, INEZ DE "Display of Wealth, Gift Exchange, and Food Distribution in Botel Tobago," *Bulletin of the Institute of Ethnology, Formosa Academia Sinica*, Vol. 8 (1959), 185-187.
- 500.1802 CHINESE-AMERICAN JOINT COMMISSION ON RURAL RECONSTRUCTION. *A Study on the Export Potentiality and Elasticity of Agricultural Products in Taiwan*. Taipei, 1954. 22 p.  
A study on (1) factors affecting the production, processing, marketing and consumption of Taiwan's 9 major exportable farm products (sugar, rice, canned pineapple, tea, bananas, citrus, bamboo, feathers, citronella oil), and (2) market structure, exchange and trade control and consumption of these products in foreign markets with a view to assessing their export potentialities.
- 500.1803 CHUANG, W. F. *A Study of Banana Marketing in Taiwan*. Taipei: Chinese-American Joint Commission on Rural Reconstruction, 1957. 30 p.  
A study of export and domestic marketing organization and procedures, marketing costs and margins, and price movements.
- 500.1804 \_\_\_\_\_. *A Study of Poultry Marketing in Taiwan*. Taipei: Chinese-American Joint Commission on Rural Reconstruction, 1957. 30 p.  
A study of marketing organization and procedures, marketing costs and margins, and price movements for chickens, ducks, and eggs.
- 500.1805 HSIEH, S. C. *Farm Price Reporting in Taiwan*. Taipei: Chinese-American Joint Commission on Rural Reconstruction, 1952. 36 p.  
A descriptive account of the farm price reporting organization and methods in Taiwan.
- 500.1806 \_\_\_\_\_. *A Study on Hog Marketing and Prices in Taiwan*. Taipei: Chinese-American Joint Commission on Rural Reconstruction, 1952. 53 p.

Covers production and consumption, marketing organization and procedures, marketing margins and the shares taken by various handlers, and hog price movements in Taiwan.

- 500.1807 TSUI, Y. C. *A Study of Peanuts in Taiwan*. Taipeh: Chinese-American Joint Commission on Rural Reconstruction, 1955. 118 p.

Covers the production of peanuts; marketing, processing, utilization and consumption of peanuts, peanut oil and related items; and the prospects for expansion in Taiwan.

- 500.1808 \_\_\_\_\_. *A Study of Wheat in Taiwan*. Taipeh: Chinese-American Joint Commission on Rural Reconstruction, 1956. 95 p.

A general study covering the area, yield, production and marketing of wheat; factors affecting the level of production; wheat and flour trade and consumption.

- 500.1809 YEH, S. M. *Rice Marketing in Taiwan*. Taipeh: Chinese-American Joint Commission on Rural Reconstruction, 1955. 98 p.

This analytical account of the marketing of rice in Taiwan covers pre-war organization and procedures; the part played currently by different kinds of rice merchants; control regulations; price spreads from the farm to the consumer; and rice storage, processing, packing, and transport facilities.

## 500.19 Tibet

- 500.1901 BELL, CHARLES. *The People of Tibet*. Oxford, England: Clarendon Press, 1928. xix, 318 p.

Discusses life of various peoples of Tibet, including the ways of the trader.

- 500.1902 NORBU, THUBTEN JIGME. *Tibet Is My Country*. The Autobiography of Thubten Jigme Norbu, brother of the Dalai Lama, as told to HEINRICH HARREN. Trans. from the German by EDWARD FITZGERALD. New York: Dutton, 1961. 264 p.

Trading in Tibet, pp. 40-42, 48; a detailed account of a long trading caravan trip, pp. 147-170.

- 500.1903 PANT, S. D. *The Social Economy of the Himalayas*. London: G. Allen and Unwin, 1935. 264 p.

Scattered references to trading among the people of the high mountains. Specific remarks on pp. 217-218.

- 500.1904 RIENCOURT, AMAURY DE. *Roof of the World. Tibet, Key to Asia*. New York: Rinehart and Co., 1950. x, 322 p.

Specific references on marketing and trading practices, pp. 11, 17, 23, 29-30, 36, 126-128, 133-134.

- 500.1905 STEVENSON, PAUL HUSTON. "Notes on the Human Geography of the Chinese-Tibetan Borderland," *Geographical Review*, Vol. 22 (October 1932), 599-616.

Pictures on p. 610 and p. 613 show the modes of transportation that are used for the transporting of goods in the Tibetan borderland. They show the yak, tea carriers (each man with a load of 300 pounds), and two precarious bridges, one merely a rope with a pulley.

- 500.1906 THOMAS, LOWELL, JR. *Out of This World. Across the Himalayas to Forbidden Tibet*. New York: The Greystone Press, 1950. 320 p.

A description is included of the trading center at Gyantse, the third largest city of Tibet, and of the market there, p. 116.

## 500.20 Thailand

- 500.2001 ANDREWS, JAMES M. *Siam. 2nd Rural Economic Survey, 1934-1935*. Bangkok: The Bangkok Times Press, 1935. 396 p.  
An analysis of incomes, expenditures, and inventories of over 1700 rural Thai households in rural villages. Chapter VIII, "Trade," is entirely devoted to domestic marketing, pp. 167-184.
- 500.2002 AYER, MARGARET. *Made in Thailand*. New York: Knopf, 1964.  
An enjoyable book to give a background for an understanding of the Thai and their land. Chapter 21, "Trade Yesterday and Today," pp. 232-237, is especially enlightening, as are the references on pp. 20-23, 38-39, 183-184, and 228.
- 500.2003 BLANCHARD, WENDELL, ed. *Thailand. Its People, Its Society, Its Culture*. New Haven, Conn.: Human Relations Area Files Press, 1958. x, 528 p.  
Presents an interpretive and integrated description of the anthropology, international affairs, political science, economics, and history of Thailand. Chapters include the basic features of economy and give an excellent background for understanding the people.
- 500.2004 CARTER, W. L. "In Thailand," *Life and Letters To-day*, Vol. 30 (July 1949), 26-32.  
Comments on life in a village.
- 500.2005 CHUCHART, CHAIYONG. *Rice Marketing in Thailand*. (Ph. D. dissertation, Louisiana State University, 1957. Available only on microfilm from University Microfilms, Ann Arbor, Mich.)
- 500.2006 CORNELL UNIVERSITY. Dept. of Far Eastern Studies. Southeast Asia Program. *Siamese Rice Village: A Preliminary Study of Bang Chan, 1948-1949*, by LAURISTON SHARP and others. Bangkok: Cornell Research Center, 1953. 300 p.  
This is one of a series of anthropological studies undertaken by the Cornell Research Center. Prevailing rice marketing practices in a village in Thailand and factors influencing the local price of rice are discussed.
- 500.2007 DEJ-SAHAKORN, LUANG. "The Co-operative Movement in Siam," *Siam Today*, July 1936, 24-29.
- 500.2008 DE YOUNG, J. E. *Village Life in Modern Thailand*. Berkeley: University of California Press, 1955. vi, 224 p.  
Prevailing marketing practices in the villages in an area north and northeast of Bangkok, more than two-thirds of Thailand, in which may be found 80% of the rural peasants of the country. A self-sufficient rice economy has prevailed through the years, but commercialization of rice culture recently has brought important changes in the social and economic lives of these peasants.
- 500.2009 EXELL, F. K. *The Land and People of Thailand*. New York: Macmillan, 1960. 94 p.  
A survey of the country and its people. Steps in the production of teak are described, pp. 43-47, and shops in Bangkok on pages 21-22.

- 500.2010 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. "Marketing and Distribution of Rice," in *Report of the FAO Mission for Siam* (Washington, D.C., 1948), 90-96.  
The report briefly surveys the rice procurement and sales program of the government.
- 500.2011\_\_\_\_\_. *Report to the Government of Thailand on the National Training Centre on the Grading and Inspection of Rice and the Economics of Rice Storage Operations*, by J. W. CODDINGTON. Extended Technical Assistance Program Report, No. 197, Rome, 1953. 27 p.  
The report includes the results of a grading analysis of actual shipments of rice. It outlines a set of definitions for paddy and milled rice grades based on color, presence of foreign matter and damaged grains, density, uniformity and chalkiness.
- 500.2012\_\_\_\_\_. *Report to the Government of Thailand on the Operations of Cooperative Marketing Societies*, by G. H. WARD. Extended Technical Assistance Program Report, No. 304. Rome, 1954. 24 p.  
Describes the background and the mechanics of cooperative marketing in Thailand; points out the limitations of current operations and advances suggestions on how the societies can become more effective instruments of agricultural marketing.
- 500.2013 FRASER, THOMAS M., JR. *Rusembilan: A Malay Fishing Village in Southern Thailand*. Ithaca, N.Y.: Cornell University Press, 1960. xviii, 281 p.  
A study of a culturally Malayan community in southern Thailand. Chapter VI, "Trade and Commerce," not only gives a general picture of marketing, but also contains descriptions of a market and the wholesaling of fish.
- 500.2014 GRAHAM, WALTER ARMSTRONG. *Siam. A Handbook of Practical, Commercial, and Political Information*. London: Alexander Moring, 1924. 2 vols. xiv, 637 p.  
Provides a great deal of useful information about geography, history, social organization, government, industries, commerce, and trade, etc., and includes a long bibliography.
- 500.2015 "The Happy Kingdom," *Fortune*, Vol. 57 (April 1958), 131-132, 228-232.  
A country not primarily concerned with goods beyond the bare necessities of life, Thailand has made some changes in its methods of production and distribution.
- 500.2016 INGRAM, JAMES C. *Economic Changes in Thailand Since 1850*. Stanford, Calif.: Stanford University Press, 1955. vii, 254 p.  
This book is based on an examination of official files of the Government of Thailand and describes in detail the economic changes of the last century. Rice is the subject of two chapters. The development of home-market industries is also included in this study of economic development from a subsistence and barter economy to a money economy.
- 500.2017 INSOR, D. *Thailand. A Political, Social, and Economic Analysis*. New York: Praeger, 1963. 188 p.  
While largely a political study, there is some thought given to the part played by the Chinese in trade and to the economic life of the nation, following Thailand's changes in economy. A long bibliography is included.

- 500.2018 INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT. *A Public Development Program for Thailand*. Baltimore: Johns Hopkins Press, 1959. xv, 301 p.  
An excellent background for studying the many aspects of the economy of Thailand.
- 500.2019 JAMLEKHA, KAMOL. "A Study of the Economy of a Rice Growing Village in Central Thailand," Unpublished doctoral dissertation, Cornell University, 1955.
- 500.2020 KAUFMAN, HOWARD KEVA. *Bangkhaud: A Community Study in Thailand*. "Association for Asian Studies, Monographs" Vol. X. Locust Valley, N.Y.: J. J. Augustin (for the Association for Asian Studies), 1960. ix, 235 p.  
A village study in a rice-growing area. Discusses economy of the village and gives background for an understanding of the people and their problems.
- 500.2021 LANDON, KENNETH PERRY. *The Chinese in Thailand*. New York: Oxford University Press, 1941. xi, 310 p.  
Examines social and economic conditions of the Chinese there and considers the measures being taken by the government to control their activities in many areas, including commerce and trade.
- 500.2022 MEEKER, ODEM. *The Little World of Laos*. New York: Scribner's, 1959. 256 p.  
Description of the thieves' market and of the floating markets in Bangkok, pp. 132-135. Contains very little on Laos.
- 500.2023 PENDLETON, ROBERT L., et al. *Thailand: Aspects of Landscape and Life*. New York: Duell, Sloan and Pearce, 1962. xv, 321 p.  
Gives a summary of Thai history, geography, agriculture, and economy. Has a chapter on transportation, communication, and trade. Page 174 tells of rice cooperatives and domestic marketing.
- 500.2024 THAILAND. Ministry of Agriculture. Division of Agricultural Economics. *Thailand Economic Farm Survey, 1953*. Bangkok, 1953. 80 p.  
Contains useful information on the proximity of Thai farm units to marketing outlets and means of transport.
- 500.2025 THOMPSON, VIRGINIA. *Thailand: The New Siam*. New York: Macmillan, 1941. 865 p.  
Part II of this detailed work devotes itself entirely to the economy of Thailand, including domestic and foreign commerce; agricultural techniques, products, and marketing; handicrafts; and transportation, communications, and housing. Twenty page bibliography.
- 500.2026 UNITED NATIONS. Economic Commission for Asia and the Far East. *Refrigerator Inland Transport*. English ed. Bangkok, 1957. 167 p.  
A preliminary survey of refrigerated storage and transport facilities and practices. The report furnishes data on the refrigerated "life" of some fruits and vegetables, but confirmation under local conditions is needed. It considers various means of refrigerated transport (land and air) and the use of different containers.
- 500.2027 UNITED STATES DEPARTMENT OF COMMERCE. *Thailand: A Market for U.S. Products*, by PAUL A. MAYER. Washington, D.C.: Government Printing Office, 1962. viii, 92 p.  
Current market information with description of country's present import

pattern, distribution and marketing facilities, and import regulations and trade practices.

- 500.2028 YOUNG, OLIVER GORDON. *The Hill Tribes of Northern Thailand: A Socio-Ethnological Report*. [Bangkok] Prepared under the auspices of the Government of Thailand and the cooperation of the U.S. Operations Mission to Thailand, 1961. 120 p.  
Habits, patterns of living, customs, and traditions of the hill tribes of northern Thailand and Burma. Includes consideration of the economy of the 18 tribes.
- 500.2029 ZIMMERMAN, CARLE C. *Siam, Rural Economic Survey, 1930-31*. Bangkok: Printed at the Bangkok Times Press, 1931. vii, 321 p.  
Includes discussion of domestic marketing.  
*See also* WALES, HORACE G. Q. (Asia)

## **500.21 Vietnam**

### **500.2101 North Vietnam**

- 500.210101 GOUROU, PIERRE. *The Peasants of Tonkin Delta: A Study of Human Geography*. New Haven, Conn.: Human Relations Area Files, 1955. 2 vols.  
Deals with the physical surroundings, the peasant population, and the means of existence for the peasants of this area of North Vietnam. Chapters include, "The Village," "The Village Industrial," and "Exchange Transactions."
- 500.210102 HONEY, P. J., ed. *North Vietnam Today: Profile of A Communist Satellite*. New York: Praeger, 1962. vi, 166 p.  
Sets forth basic background facts about the Democratic Republic of Vietnam. Has chapters on various phases of life there, including "A Bowl of Rice Divided: The Economy of North Vietnam," by WILLIAM KAYE, and "Collectivization and Rice Production," by HOANG VAN CHI.
- 500.210103 NGUYEN DUY TRINH. *Government Report on the Three Year Plan of North Vietnam, 1958-1960*. New York: U.S. Joint Publications Research Service, 1959. 58 p.  
Deals with the plan for economic development, including agricultural co-operatives, state-owned industries, trade, and commerce.

### **500.2102 South Vietnam**

- 500.210201 CHILD, FRANK C. *Essays on Economic Growth, Capital Formation, and Public Policy in Viet-nam*. Saigon: Michigan State University, Viet-nam Advisory Group, 1961. ii, 138 p.  
Emphasizes various aspects of Vietnamese economy. Good background for a country about which not much is known from an economic viewpoint.
- 500.210202 FOREIGN AREA STUDIES DIVISION. THE AMERICAN UNIVERSITY. *U. S. Army Area Handbook for Vietnam*. Department of the Army Pamphlet No. 550-40. Washington, D.C.: Government Printing Office, 1962. x, 513 p.



Chapter 29, "Domestic Trade," gives a thorough picture of the situation in this country, pp. 425-431.

- 500.210203 LINDHOLM, RICHARD WADSWORTH, ed. *Vietnam: The First Five Years: An International Symposium*. Lansing, Mich.: Michigan State University Press, 1959. xi, 365 p.

Endeavors to interpret various aspects in the developmental programs to free Vietnam. Part V, Industrial and Agricultural Development, includes the economic setting, and experiments in planning for economic development.

- 500.210204 PONCINS, GONTRAN DE M. *From A Chinese City*. Garden City, N.Y.: Doubleday, 1957. 256 p.

Impressions of Cholon—street merchants, pp. 35-43, 77-78; warehouses, p. 93.

## 600. AUSTRALIA, NEW ZEALAND, AND OCEANIA

### 600.01 Australia

600.0101 AUSTRALIA. Bureau of Agricultural Economics. "Situation" reports. Canberra.

This agency publishes periodic commodity market situation reports, covering such items as wool, beef, wheat, dairy products, pig crops, etc.

600.0102 \_\_\_\_\_. *Statistical Handbook of the Sheep and Wool Industry*. (2nd ed.). Canberra: Government Printer, 1956. 167 p.

A comprehensive statistical coverage of the industry including details of production, sales, prices, marketing arrangements, trade and manufacture.

600.0103 AUSTRALIA AND NEW ZEALAND BANK LIMITED. Economics and Statistical Dept. *Establishment of Industry in Australia*. Melbourne, 1958. 71 p.

This booklet answers questions about market potential in Australia, forms of business organization, basic services, the labor supply, taxation, and business regulations. Charts and maps.

600.0104 AUSTRALIAN APPLE AND PEAR BOARD. *Annual Report*, 1942/43—to date. Melbourne.

Official summary of the Board's activities in regulating Australian apple and pear exports.

600.0105 AUSTRALIAN EGG BOARD. *Annual Report*, 1947/48—to date. Canberra: Government Printer.

An official summary of the Board's activities concerned with marketing Australian eggs overseas; supplemented by statistics.

600.0106 AUSTRALIAN MEAT BOARD. *Annual Report*, 1934/35—to date. Canberra: Government Printer.

Official summary of the Board's activities concerned with both marketing and production of Australian meat; supplemented by statistics.

- 600.0107 AUSTRALIAN WOOL BUREAU. Wool Statistical Service. *Australian Wool*. Melbourne. (Annual).  
Statistical analyses relating to wool quality factors such as combing and carding classification, percentage of vegetable matter, origin and average yields by type.
- 600.0108 BERRILL, F. W., and WILLS, J. M. "The Banana," *Queensland Agricultural Journal*, October 1953, 197-210; November 1953, 259-277.  
Describes the procedures involved from the selection and preparation of land to the final packing of the banana crop for market.
- 600.0109 BLOOMFIELD, J. S., and MELVILLE, F. "The Handling, Presentation and Storing of Stone Fruit," *Journal of Agriculture of Western Australia*, November-December 1955, 737-747.  
Helpful suggestions concerning the picking of stone fruits, their picking maturity, size, quality, handling, cool storage. Western Australia exports to Singapore are considered specifically.
- 600.0110 BRUNNER, EDMUND DE S. *Rural Australia and New Zealand*. New York: Institute of Pacific Relations, 1938. xiii, 70 p.  
Points out the problem inherent in governmental interference with agricultural economics.
- 600.0111 CAIGER, GEORGE, ed. *The Australian Way of Life*. New York: Columbia University Press, 1953. 158 p.  
Seven Australian contributors discuss the economic institutions of their country, among many other subjects.
- 600.0112 CALLAGHAN, A. R. "Quality in the Australian Wheat Crop," *Agricultural Gazette of New South Wales*, 1954, 416-421.  
Argues that buyers of wheat no longer seek just quantity; they demand quality, and will buy the best quality they can at the cheapest possible price irrespective of who produces it. Thus attention should be paid to the baking qualities of Australian wheat which has always been marketed from Australia on a fair average quality bulk basis.
- 600.0113 CAMPBELL, D. *Cooperation in Queensland*. Brisbane: Watson, Ferguson and Co., 1946.  
A comprehensive analysis of the functions performed by the Committee of Direction of Fruit Marketing in Queensland. It covers all technological and economic details of this cooperative form of fruit marketing.
- 600.0114 CAMPBELL, K. "The Future Marketing of Wool," *Agricultural Gazette of New South Wales*, July 1950, 350-354.  
Reviews some of the problems faced by wool-growers in regard to the marketing organizations which superseded the Joint Organizations. Touches briefly the possibility of a wool marketing scheme with a guaranteed price and the desirability of an international wool agreement.
- 600.0115 CAMPBELL, K. O. "Air Transportation of Primary Products: Possibilities and Implications," *Review of Marketing and Agricultural Economics* (Sydney), June 1946, 193-199.  
Discusses the scope for air transport of perishables, concluding that air freight can be only regarded as supplementary to other forms of transport.

- 600.0116\_\_\_\_\_. "Price Spreads Between Farmer and Consumer," *Review of Marketing and Agricultural Economics* (Sydney), March 1945, 55-61.  
A preliminary estimate for Australia; attention is drawn to certain important characteristics of margins. It is emphasized that the problem of reduction in distribution costs needs detailed investigation.
- 600.0117 CANTRILL, K. O. "Packing Pears," *Agricultural Gazette of New South Wales*, June 1956, 311-313.  
The article discusses the grading regulations applicable for local and export markets.
- 600.0118\_\_\_\_\_. "Successful Marketing of Tomatoes," *Agricultural Gazette of New South Wales*, April 1956, 189-193.  
Buyers of tomatoes today expect properly graded and packed cases, and growers realize that successful marketing depends on careful picking, grading for maturity, color, size and systematic packing.
- 600.0119 CLYDESDALE, C. S., and MILES, L. G. "Wheat Growing in Queensland," *Queensland Agricultural Journal*, July 1950, 1-12.  
Predominantly concerned with wheat growing; however, the brief notes on marketing and especially on the receiving, classifying and grading of Queensland wheat are of interest.
- 600.0120 CONDLIFFE, J. B. *The Development of Australia*. London: Collier Macmillan Ltd., 1964. ix, 294 p.  
While the emphasis in the discussion is on foreign trade, this recent book provides excellent background for understanding the country.
- 600.0121 COPLAND, DOUGLAS B., and JANES, CLAUD J. *Australian Marketing Problems: A Book of Documents, 1932-1937*. Sydney: Angus and Robertson, 1938. xxii, 560 p.  
Documents on Australian agricultural marketing problems before 1940. There are some analytical chapters on general and commodity problems. The book is regarded as an essential prerequisite for the understanding of war and post-war developments in Australian agricultural marketing.
- 600.0122 DEFRIES, C. H. "Cooperative Marketing in Queensland: Some Post-war Developments," *Queensland Agricultural Journal*, July 1955, 41-46.  
The article attempts to evaluate cooperative marketing in Queensland in relation to the change from a seller's to a buyer's market and to rising production costs.
- 600.0123 DUNCAN, CRAIG. "The Aluminum Industry in Australia," *Geographical Review*. Vol. 51 (January 1961), 21-46.  
Markets and trade are considered, pp. 42-44.
- 600.0124 EWING, JOHN S. "Discount Houses in Australia and Mexico," *Journal of Marketing*, Vol. 26 (July 1962), 37-41.  
An American institution, the discount house, is examined in two different marketing scenes, both of which have shown willingness to accept American marketing ideas. The Shoppers Fair in Sydney, Australia, is contrasted with El Nuevo Aurrera in Mexico City.
- 600.0125\_\_\_\_\_. "Marketing in Australia," *Journal of Marketing*, Vol. 26, (April, 1962), 54-58.  
Market characteristics, channels of distribution, and advertising practices in Australia are described and evaluated by one who has taught there as well as in three other countries outside the United States.

- 600.0126\_\_\_\_\_. "Wholesaling in Australia," in *Comparative Marketing: Wholesaling in Fifteen Countries*, ROBERT BARTELS, ed., 170-178. Homewood, Ill.: Richard D. Irwin, 1963. xii, 317 p.
- 600.0127 FEGAN, JOHN M. *Merino Wool: A Study of its Characteristics and Classing*. Sydney: Grahame Book Co., 1946. 183 p.  
A study of the structure, growing, preparation for market, sale, and processing of merino wool.
- 600.0128 FINCH, C. D. "Economic Problems of Control in the Milk Industry," *Economic Record* (Melbourne), June 1945, 79-88.  
In the Australian milk industry there are many imperfections in competition due particularly to the spatial nature of the market which destroys the random associations of buyers and sellers necessary for perfect competition. Wastes resulting from these imperfections can be traced through the prices paid at each stage and the organization of transport.
- 600.0129 HERR, WILLIAM MC D. "The Changing Australian Food Market," *Journal of Marketing*, Vol. 27 (April 1963), 23-26.  
Discusses the changing retail system, the market, and the integration which is taking place within the food industry.
- 600.0130 HODAN, M. "Economics of Australian Wheat Stabilization Plan," *Australian Quarterly*, September 1954, 43-50.  
Mainly analyzes the economic activities of the Australian Wheat Board and outlines the economic tendencies inherent in the Australian wheat stabilization plan.
- 600.0131\_\_\_\_\_. "Economics of the Guaranteed Price for Wheat," *Journal of the Australian Institute of Agricultural Science*, September 1954, 164-170.  
Discusses the calculated cost of production of wheat used in Australian wheat marketing; shows that this cost is based on certain assumptions. If these assumptions are unrealistic, the unit cost calculated on these assumptions is also unrealistic.
- 600.0132 JOLLY, G. S., and ROBERTSON, S. D. "The New South Wales Marketing of Primary Products Act: A Democratic Enactment," *Review of Marketing and Agricultural Economics* (Sydney), February 1946, 41-48.  
A discussion of orderly marketing under producers' control. The history, function and operation of several marketing boards in New South Wales are described.
- 600.0133 KELLEY, J. H. "A Report on the Beef Cattle Industry of Northern Australia," *Meats Trade Journal of Australia*, October 1955.  
Chapter 18 of a report that was published in a series 1953-1955. It discusses the air transport of meat with special reference to the Glenroy Airbeef Scheme.
- 600.0134 KING, C. J., and MC KEON, T. M. P. "Report on Coastal Grown Orange Prices: An Interpretation of Market Trends and the Conditions of Retail Distribution," *Review of Marketing and Agricultural Economics* (Sydney), September, 1949. 226-228.  
An analysis of marketing procedure and costs with price data for the Sydney metropolitan market.
- 600.0135 LLOYD, N. C. "Developments in the Marketing of Dairy Products Since 1939," *Agricultural Gazette of New South Wales*, 1950, 67-71.  
Brings together and discusses such developments in dairy produce marketing

as government price control and acquisition, equalization and stabilization, rationing and subsidies, guaranteed prices to farmers and long-term overseas contracts.

- 600.0136\_\_\_\_\_. "Market Outlook for Dairy Products," *Agricultural Gazette of New South Wales*, June 1950, 288-292, 298.  
Appraises the extent to which the price paid to the Australian farmer can be kept out of line with world prices without serious detrimental results for the industry in the long run.
- 600.0137 MC CARTHY, F. D. " 'Trade' in Aboriginal Australia and 'Trade' Relationships with Torres Strait, New Guinea and Malaya," *Oceania*, Vol. IX (1938-39), 405-38; Vol. X (1939-40), 81-104, 171-195.  
Discussion of early trade patterns within Australia and with nearby neighbors.
- 600.0138 MC FARLANE, G. C. "Farm to Retail Price Spread for Bananas," *Agricultural Gazette of New South Wales*, September 1951, 453-455.  
The article presents evidence suggesting that marketing charges for bananas remain relatively stable and that rises and falls in prices paid by consumers are felt mainly by farmers.
- 600.0139\_\_\_\_\_. "Organization of the New South Wales Banana Industry," *Review of Marketing and Agricultural Economics* (Sydney), March 1951, 5-13; June 1951, 82-94.  
Reviews the marketing procedures of N. S. W. bananas, discusses the Banana Marketing Board (1935-38) and recent attempts to re-establish a banana marketing organization; summarizes the main distribution problems.
- 600.0140 MC INTYRE, A. A., and MC INTYRE, J. J. *Country Towns of Victoria: A Social Survey*. Melbourne, Australia: Melbourne University Press, in association with Oxford University Press, 1944. xxiii, 292 p.  
A study of the way to decentralize industry and distribute urban advantages instead of concentrating them all in Melbourne. Those country towns which serve as market centers for large and stable agricultural districts are said to have the most promising future
- 600.0141 MURDOCK, GEORGE PETER. *Our Primitive Contemporaries*. New York: Macmillan 1934. xxi, 614 p.  
Discussion of lack of trade among the natives of Tasmania, p. 2. Trade between branches of the Aranda people in central Australia, p. 45.
- 600.0142 NEW SOUTH WALES. *Dairy Industry Acts*, 1915—to date. Sydney: Government Printer.  
Acts to regulate the manufacture, sale, storage, transit and export of New South Wales dairy produce and margarine, and for prescribing the standards for the same; to provide for the testing, blending, mixing and grading of cream and the basis of payment for cream; for the grading and branding of butter; for constituting a Dairy Products Board.
- 600.0143\_\_\_\_\_. *Dried Fruit Acts*, 1933-51 (No. 21 of 1933; No. 7 of 1939; No. 5 of 1951). Sydney: Government Printer.  
Acts to regulate the dried fruits industry; to constitute the New South Wales Dried Fruits Board; to provide for the registration of producers, agents and persons selling dried fruits, and for the registration of packing sheds and dehydrators.
- 600.0144 O'CONNELL, B. G. "The Committee of Direction of Fruit Marketing, Queensland," *Review of Marketing and Agricultural Economics*. (Sydney), January 1946, 18-20.

Discusses the cooperative activities of the C.O.D. operating under the Queensland Fruit Marketing Acts.

- 600.0145 PEARSON, J. R., and ROBINSON, G. K. "Bulk Handling of Grain," *Journal of the Department of Agriculture, South Australia*, August 1946, 9-17.

An article designed to help farmers change to bulk handling more easily and efficiently. It is based on the experience of farmers who have harvested and delivered grain in bulk.

- 600.0146 QUEENSLAND. Dept. of Agriculture and Stock. *Report of the Director of Marketing*. Brisbane. (Annual).

This report is made in accordance with the requirements of the Primary Producers' Organizations and Marketing Acts. It is concerned with the activities of Queensland marketing boards and marketing in general.

- 600.0147 READ, F. M. "Canning Fruits in the Goulburn Valley," *Journal of the Department of Agriculture, Victoria*, 1954, 309-316.

Describes the rise of the Goulburn Valley canneries to a high level of technical efficiency and commercial stability.

- 600.0148 RICHARDSON, B. D. "Labelling of Fruit Cases," *Tasmanian Journal of Agriculture*, February 1955, 27-33.

Discusses the importance of neat and effective case labelling in relation to presentation and marketing. Case labelling trials were conducted during the past season and the results are tabulated. Plans for further trials are mentioned, and some details provided on costs.

- 600.0149 ROTH, WALTER EDMOND. *Ethnological Studies Among the North-West-Central Queensland Aborigines*. Brisbane, Australia: E. Gregory, Government Printer, 1897. xvi, 199 p.

Trading patterns among these primitive peoples, pp. 132-138.

- 600.0150 SERVICE, ELMAN R. *A Profile of Primitive Culture*. New York: Harper, 1959. 474 p.

Takes up the economic aspects of the Arunta culture in Australia, discussing a band, as contrasted with a tribe, or a village.

- 600.0151 SHARP, LAURISTAN. "Ritual Life and Economics of the Yir-Yoront of Cape York Peninsula," *Oceania*, Vol. 5 (1934-35), 19-42.

Trading is discussed on page 39, with other aspects of economic life in other scattered places.

- 600.0152 "Shopping By Proxy," *Australia-New Zealand Bank Quarterly*, October 1960, 7-11.

Review of the operations of "armchair shopping"—mail order retailing—in Australia.

- 600.0153 STANNER, W. E. H. "The Daly River Tribes—A Report on Field Work in Northern Australia," *Oceania*, Vol. 3 (1932-33), 377-405; Vol. 4 (1933-34), 10-29.

Report on the trading habits of these tribes, pp. 20-21.

- 600.0154 STEEL, N. A. "The Marketing of Pigs," *Agricultural Gazette of New South Wales*, September 1953, 452-455.

Draws attention to market condition and weight requirements which must be met if pigs are to command top prices.

- 600.0155 SUTTON, G. L. "The Basic Principles of Wheat Marketing," *Journal of Agriculture of Western Australia*, November-December 1955, 713-733.

- 600.0156 TINDALE, G. B. "Apples and Pears: Export Trade," *Journal of the Department of Agriculture, Victoria*, December 1950, 558-560.  
Discusses development in the export of Victorian apples and pears. Optimum picking periods, cool storage life and latest export data of fruits shipped under refrigeration are given special attention.
- 600.0157 VICTORIA, AUSTRALIA. *Marketing of Primary Products Acts, 1935-51* (Nos. 4337, 4658, 4750, 5008, 5556, 5612, 5710, 6656). Melbourne: Government Printer.  
Acts to provide a broad basis for the creation of Boards to control the marketing of certain classes of primary products; to regulate the Boards' powers and duties.
- 600.0158 WARNER, W. LLOYD. *A Black Civilization. A Social Study of an Australian Tribe*. Harper Torchbook. New York: Harper and Row, 1964. xvi, 516 p.  
Scattered references on the trading patterns of the tribe of aborigines, pp. 85, 94, 134-135, 137. A long section on the coming of the Malays and the beginning of trade between them and the aborigines, pp. 445-450.
- 600.0159 WILLIAMS, C. G. "Specifications of Fruit and Vegetable Packages," *Queensland Agricultural Journal*, May 1956, 263-274.  
Fruits packed for sale in Queensland and for export have to satisfy certain package regulations set out and discussed here.  
*See also* THOMPSON, J. (New Zealand)

## 600.02 New Zealand

- 600.0201 BEAGLEHOLE, ERNEST, and BEAGLEHOLE, PEARL. *Some Modern Maoris*. New Zealand: New Zealand Council for Educational Research, 1946. xxi, 347 p.  
Includes a chapter, "Earning a Living," which deals also with those who engage in trading in some form for their livelihood.
- 600.0202 CONDLIFFE, JOHN B. *New Zealand in the Making*. 2nd rev. ed. London: Allen & Unwin, 1959. 316 p.  
Discusses marketing and gives a critical evaluation of past and present procedures.
- 600.0203 FIRTH, RAYMOND W. *Primitive Economics of the New Zealand Maori*. Wellington, N.Z.: R. E. Owen, Government Printer, 1959.  
A second edition of a standard work on this subject. Exchange as a means of trade is taken up in Chapter 12. There are many other scattered references to trade and exchange.
- 600.0204 HALL, DAVID. *Portrait of New Zealand*. Wellington, N.Z.: A. H. and A. W. Reed, 1955. 272 p.  
New Zealand at work and trade in New Zealand are two of the chapters in this picture of the life in this Commonwealth nation.
- 600.0205 INSTITUTE OF PACIFIC RELATIONS. NEW ZEALAND BRANCH. *Agricultural Organization in New Zealand: A Survey of Land Utilization, Farm Organization, Finance and Marketing*, by H. BELSHAW and others. Melbourne: Published for the New Zealand Institute of Pacific Relations by the Melbourne University Press in association with Oxford University Press, 1936. 818 p.



Devotes some 200 hundred pages (607-806) to an analysis of marketing, both locally and overseas, before the major changes introduced by the Labour Government.

- 600.0206 LOW, H. B. "The Growth of Control of Butter Marketing Within New Zealand," *Economic Record* (Melbourne), Vol. 15 (July 1939), 60-67. A description and evaluation of the butter marketing regulations, 1937.
- 600.0207 *Management* (formerly called *New Zealand Trade and Industry*). Auckland: New Zealand Institute of Management. (Monthly)
- 600.0208 *New Zealand*. Edited by HORACE BELSHAW. United Nations Series. Berkeley: University of California Press, 1947. 329 p.  
One third of this volume is concerned with economic organization, farming, industry, labor, and social services; one third with cultural development, including education, government, and foreign policy. Altogether it gives a good background for understanding the country.
- 600.0209 NEW ZEALAND. Dept. of Agriculture. *Primary Production in New Zealand*. [Revision] Wellington, 1957. 159 p.  
A concise but comprehensive coverage of both external and internal marketing.
- 600.0210 *New Zealand Hardware Journal*. Auckland: New Zealand Wholesale Hardware Merchants' Guild. (Monthly, October 1955—to date)
- 600.0211 *New Zealand Manufacturer*. Auckland: New Zealand Manufacturers' Federation. (Monthly)
- 600.0212 *The New Zealand Official Year-Book*, compiled by the Census and Statistics Dept. Wellington: Government Printing Office. (Annual, 1892—to date)  
Agricultural marketing in New Zealand is mainly under the control of statutory bodies with government and producer representation. The development of these bodies, the enabling legislation and the present position are set out clearly. Each issue discusses the situation in the year covered.
- 600.0213 SMITH, ALBERT WILLIAM. "The Development of the Kauri-gum Industry and Its Role in the Economy of Northland, New Zealand," Unpublished doctoral dissertation, University of Washington, 1952.
- 600.0214 SMITH, T. R. "Internal Marketing of New Zealand Primary Products," *Economic Record* (Melbourne), Vol. 19 (December 1943), 171-184. Describes the activities of the Internal Marketing Division of the Primary Products Marketing Department.
- 600.0215 THOMPSON, J. "Problems of Constructive Agricultural Co-operation," *Economic Record* (Journal of Economic Society of Australia and New Zealand), Vol. 4 (February 1928), 38-45.
- 600.0216 WESTSTRAE, C. *Portrait of a Modern Mixed Economy*. Wellington, N. Z.: New Zealand University Press, 1959. x, 310 p.  
Discusses the formation of corporate departments for assisting in the marketing of agricultural products, pp. 57-69.  
See also BRUNNER, EDMUND DE S. (Australia)

## 600.03 Oceania

See FIRTH, RAYMOND W. (Asia)

### 600.0301 Melanesia

- 600.030101 ARMSTRONG, WALLACE EDWIN. *Rossel Island, An Ethnological Study*. Cambridge, Eng.: The University Press, 1928. xxviii, 274 pp. Trading among the natives of this island, pp. 59 ff.
- 600.030102 BELSHAW, CYRIL S. *Under the Ivi Tree. Society and Economic Growth in Fiji*. Berkeley and Los Angeles: University of California Press, 1964. x, 336 p.  
A sociological study of life in a Fiji village. Part II, "Enterprise Emergent," pp. 39-112, includes discussions of a banana venture, bureaucracy, guides to enterprise, corporate organization, company paternalism in the sugar industry, experiments of Fijian farmers, and the market middleman (pp. 103-112). Actual cases of the various activities in Fiji are used as the bases for the discussions.
- 600.030103 CODRINGTON, R. H. *The Melanesians: Studies in Their Anthropology and Folklore*. Oxford, Eng.: The Clarendon Press, 1891. xv, 419 p.  
Although this book is old, it is still considered one of the authorities in this field. Distinct references to trading practices are on pp. 323-328.
- 600.030104 DEACON, A. BERNARD. *Malekula, A Vanishing People in the New Hebrides*, edited by C. H. WEDGEWOOD. London: G. Routledge, 1934. xi, 789 p.  
Trading is discussed on pp. 17, 196-197.
- 600.030105 FERDON, EDWIN N., JR. "Pitcairn Island 1956," *Geographical Review*, Vol. 48 (January 1958), 69-85.  
Tells of the importance of the little marketing as exists. The importance of the New Zealand trade to the people of this island is discussed, pp. 84-85.
- 600.030106 FORTUNE, R. F. *Sorcerers of Dobu. The Social Anthropology of the Dobu Islanders of the Western Pacific*. New York: Dutton, 1932. 318 p.  
A precise sociological analysis of the tribal organization. Much attention is paid to the economic side of their life.
- 600.030107 HAYDEN, HOWARD. *Moturiki: A Pilot Project in Community Development*. Published under the auspices of the South Pacific Commission. London: Oxford University Press, 1954. xxiv, 180 p.  
Tells of a small island located near one of the more important Fiji Islands. Describes the working out of an improved method of marketing copra and the changes it brought to the community.
- 600.030108 LEWIS, ALBERT B. *Melanesian Shell Money*. Field Museum Anthropological Series, Vol. XIX, Publication No. 268, 1929.

- 600.030109 MALINOWSKI, BRONISLAW. "The Primitive Economics of the Trobrian Islanders," *Economic Journal*, Vol. 31 (March 1931), 1-16.  
Includes their trading patterns.
- 600.030110 MAYER, ADRIAN C. *Peasants in the Pacific. A Study of Fiji Indian Rural Society*. Berkeley: University of California Press, 1961. 202 p.  
The markets and stores of these rural Fijians is considered on pp. 45-52.
- 600.030111 MC KEE, H. S. *Some Food Problems in the Pacific Islands*. Technical Paper, No. 106. Noumea, New Caledonia: South Pacific Commission, 1957. vi, 46 p.  
Deals with storage of subsistence crops, marketing and transport of food-stuffs, handling and storage of imported foodstuffs and economics of establishing food processing industries in the islands, e.g., canneries.
- 600.030112 MEAD, MARGARET. "The Manus of the Admiralty Islands," in *Co-operation and Competition Among Primitive Peoples*, ed. by MARGARET MEAD, 210-239. New York: McGraw-Hill, 1937. xii, 531 p.  
Trading patterns are discussed.
- 600.030113\_\_\_\_\_. "Melanesian Middlemen," *Natural History*, Vol. 30, 115-130.  
The entire article is of interest, with special references on pp. 118, 121-130.
- 600.030114\_\_\_\_\_. *New Lives for Old. Cultural Transformation—1928-1953*. New York: William Morrow, 1956. xxi, 548 p.  
Of special interest is Chapter III, "Old Peri: An Economic Treadmill," pp. 45-69. Other references to trading, pp. 258, 265, 293 and 420.
- 600.030115 OLIVER, DOUGLAS L. *Economic and Social Uses of Domestic Pigs in Southern Bougainville, Solomon Islands*. Cambridge, Mass.: Publications of the Peabody Museum, Harvard University, Vol. 29, No. 3, 1949. 30 p.
- 600.030116\_\_\_\_\_. *Solomon Island Society. Kinship and Leadership Among the Siuai of Bougainville*. Cambridge, Mass.: Harvard University Press, 1955. 533 p.  
Relationships based upon trade in economic commodities, pp. 250-251, 295-301, 345-346; buying and selling, pp. 340-344, 365-367, 389-390, 429-432.
- 600.030117 POWDERMAKER, HORTENSE. *Life in Lesu*. New York: W. W. Norton, 1933. 352 p.  
The study of a Melanesian family in New Ireland. Discussion of trading habits, pp. 200 ff.
- 600.030118 QUAIN, BUELL. *Fijian Village*. Chicago: University of Chicago Press, 1948. 459 p.  
Everyday life of the natives of the village of Nakoroka on the Fijian island of Vanua Levu. Discusses means of livelihood, including exchange of goods.
- 600.030119 SPOEHR, ALEXANDER. "Port Towns and Hinterland in the Pacific Islands," *American Anthropologist*, Vol. 62 (August 1960), 586-592.  
Discusses the port towns that live by organizing trade between the hinterland and the foreland.
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*See also* MC CARTHY, F. D. (Australia).













